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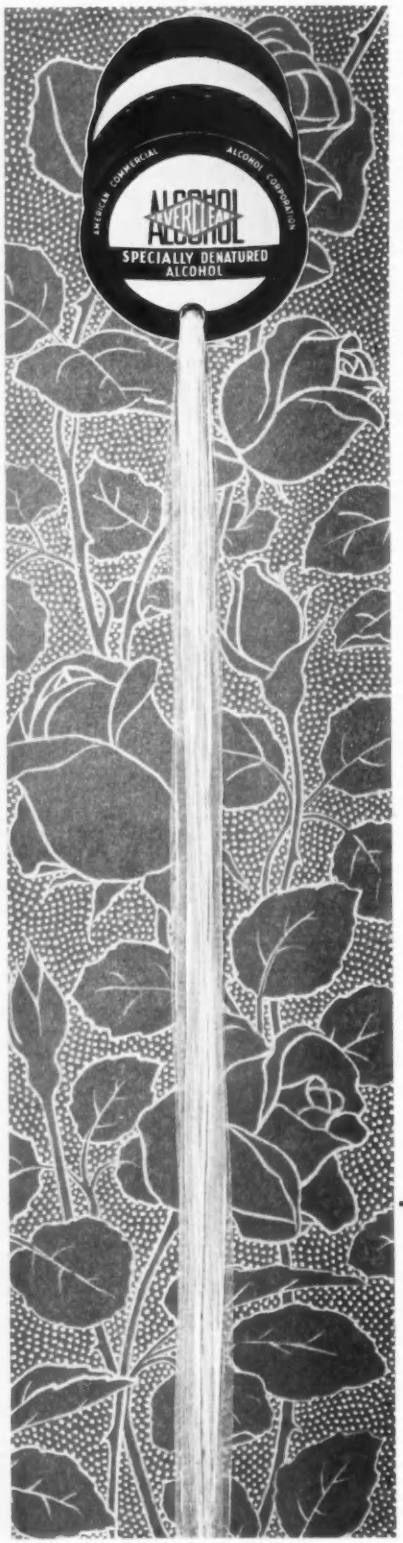

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The American Perfumer
and Essential Oil Review
FEBRUARY, 1933
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Vol. XXVII, No. 12

Toiletries Trade Makes Good Showing

Department of Commerce Survey Discloses Value Slightly Lower, but Volume Actually Increased During Depression

WASHINGTON, Feb. 7.—A survey of the toilet goods industry during the depression years, the results of which have just been made public by the Chemical Division of the Department of Commerce, proves that this industry has buffeted the depression years far better than many others; in fact has held a leading position compared with the so-called normal of 1928 and 1929.

Despite the fact that the toilet goods industry is regarded, apparently, by Congress as a non-essential one, the public demand for cosmetics is shown to continue to approximate the peak, as also has been affirmed by this magazine's surveys based on studies of reports by Federal Reserve banks.

Officials here made the surprising discovery, to them, that *in the depression year of* 1931 *toilet goods continued in high purchase volume* and that these PURCHASES in 1931 EXCEEDED THE AVERAGE FOR THE YEARS 1920 TO 1929.

The production of perfumes, cosmetics, and toilet preparations, not including soaps, was valued in 1931 at $162,681,000, as compared with the average annual value between 1920 and 1929 of $147,510,000, or an increase in 1931 of 10 per cent over that nine-year average, comprising what are generally considered the best years ever experienced by business in general.

The decline from the peak of 1929 is figured at about 17 per cent, compared with an average decline in all industries, according to Department of Commerce records, of 41 per cent.

The figures given above are based on *value* and *not on volume*. If the survey had been based on volume, in the light of what is generally known about declining prices, it is apparent that **NO material decline would have been shown and probably there would have been registered an increase in volume.**

Reasons for Showing

Many reasons are ascribed for the maintenance of this record, in which cosmetics hold their own through tight-money and easy-money times alike.

Some of the reasons have been listed as a result of the survey as follows:

PERSISTENT ADVERTISING CAMPAIGNS with *more straight sales talks* in advertising and *less flamboyant promising*, particularly a decline in the type of advertising cited in another article as having drawn heavy fire from the Federal Trade Commission.

TECHNOLOGICAL RESEARCH that improved products and made them less expensive.

The DECLINE IN RAW-MATERIAL PRICES.

NEW-TYPE ADJUSTABLE PRICE SCHEDULES.

It is noted also that manufacturers of the successful houses weathering the present business storm have

Turtle Oil Study Spurred

WASHINGTON, Feb. 7.—Publication in THE AMERICAN PERFUMER recently of a brief item concerning the comparatively new turtle oil industry has caused such widespread comment, according to Department of Commerce officials, that much serious study is to be made of it in the near future.

Following that publication it is reliably reported that the Department received scores of inquiries concerning the new cream base from manufacturers as well as from other publications.

Although the supply of turtle oil, obtained from a certain large species, is not yet great, a few wholesalers have stocked limited supplies.

In the meantime, the Chemical Division of the Commerce Department has applied to the State Department for assistance in locating sources and the Foreign Division of the Commerce Department is investigating both sources and definite information on the standard of production and possible enlargement of supplies.

shown GREAT RESOURCEFULNESS IN ADJUSTING their PRODUCTS AND PRICES TO NEW MARKETING CONDITIONS, as well as developing more and more originality of a sane character in the packaging and promoting of their articles.

Retail Trade in December

The charts which accompany this article have been brought down through the entire calendar year of 1932. They represent Federal Reserve Bank statistics covering department store sales of toilet goods in several districts. How strikingly they bear out the findings of the survey of the Department of Commerce is clear.

In these charts sales of department stores each month are compared with sales of the same stores in the corresponding month of the preceding year. The lines on the charts are computed on a basis of 100 which represents sales during the several months of 1928, one of the peak years of business in all lines. Thus the December points on the several lines show how business in December each year compared with business in December of 1928 and so on.

Decline in December

It will be noted that the showings for the month of November, 1932, were good in all districts, but that there was a decided decline in December in every district. Those in close touch with retail sales conditions indicate a belief that this is due to three main causes. (1) Christmas trade has generally declined to a material extent during the depression and there has been a shift in gift buying away from expensive perfumes and luxury toiletries in favor of lower priced goods of the same kind or of other articles generally considered more useful. (2) Lowered prices of gift articles were prevalent this year, and the retail stores in general urged the buying of moderately priced gifts in line with the trend of the times. (3) A considerable amount of early season gift buying was in evidence this year, purchases for Christmas being spread well into November. One reason for this was the desire on the part of the public to avoid heavy expenditures in any one month and to spread the buying thinner to adjust it to reduced incomes.

More Units Actually Sold

When the decline in prices of standard toilet goods and the prevalence of cheaper lines of toiletries on the market is taken into consideration, it may safely be argued that actual sales of toilet preparations in December in number of bottles, jars, boxes or other packages was virtually on a parity with those in the peak year of 1928. A decline of about 25 per cent in unit price would accomplish this result, and many indicate that the actual decline in unit prices has been even greater than this figure.

Effect of Tax

A careful study of the accompanying charts will also show that the heavy burden of the 10 per cent tax on toilet goods sales has been felt by the industry. Until the tax went into effect, sales in practically every district had been maintained at above the 1928 levels steadily and in some instances had run much higher than in that excellent year. Since the enactment of the tax, however, the trend has been downward, and while toilet preparations sales still are materially ahead of those in other departments, there can be no doubt that the tax had an adverse effect upon business which has been cumulative in its action.

The charts, however, present a very encouraging picture despite the recent drop in sales, and one which should stimulate the industry to greater efforts during 1933.

Essential Oil Imports Decline

With the reports of December, 1932, on record it has become possible to give an accurate picture of the essential oil imports into the United States for the year just ended.

The import trade for the year 1932 (the calendar year) was notable for the increased quantities of cassia and cinnamon, geranium, and citronella and lemon grass oils received, as compared with 1931. The relatively lower quantities of other oils imported for which figures are available, and the decline in value, however, is marked.

The heaviest declines were registered in citrus fruit oils, but Department of Commerce statisticians state this is NOT due so much to a decline in demand as to the fact that California's production of citrus oils, with the exception of bergamot, has shown a startling increase.

As far as values are concerned, imports of essential oils in 1932 totalled $2,746,225, as compared with imports valued at $3,653,833 in 1931, but there is no general rule that can be applied to the list.

An analysis of the import list follows:

Cassia and cinnamon, grouped together in statistical studies, declined in value, but actually *increased* in quantity of imports. In 1931 there were imported 305,549 pounds valued at $218,000; in 1932 American importers took 326,402 pounds, but paid for that quantity only $157,630.

Geranium oils increased in quantity of imports and showed an apparent slight *increase* in value as well. In 1931 there was imported 139,702 pounds valued at $416,210; in 1932, 144,138 pounds valued at $463,081.

Bergamot oil fell off sharply in quantity and about held its own in value; imports in 1931 of 80,611 pounds valued at $136,432 compared with imports of 39,790 pounds in 1932 valued at $72,814.

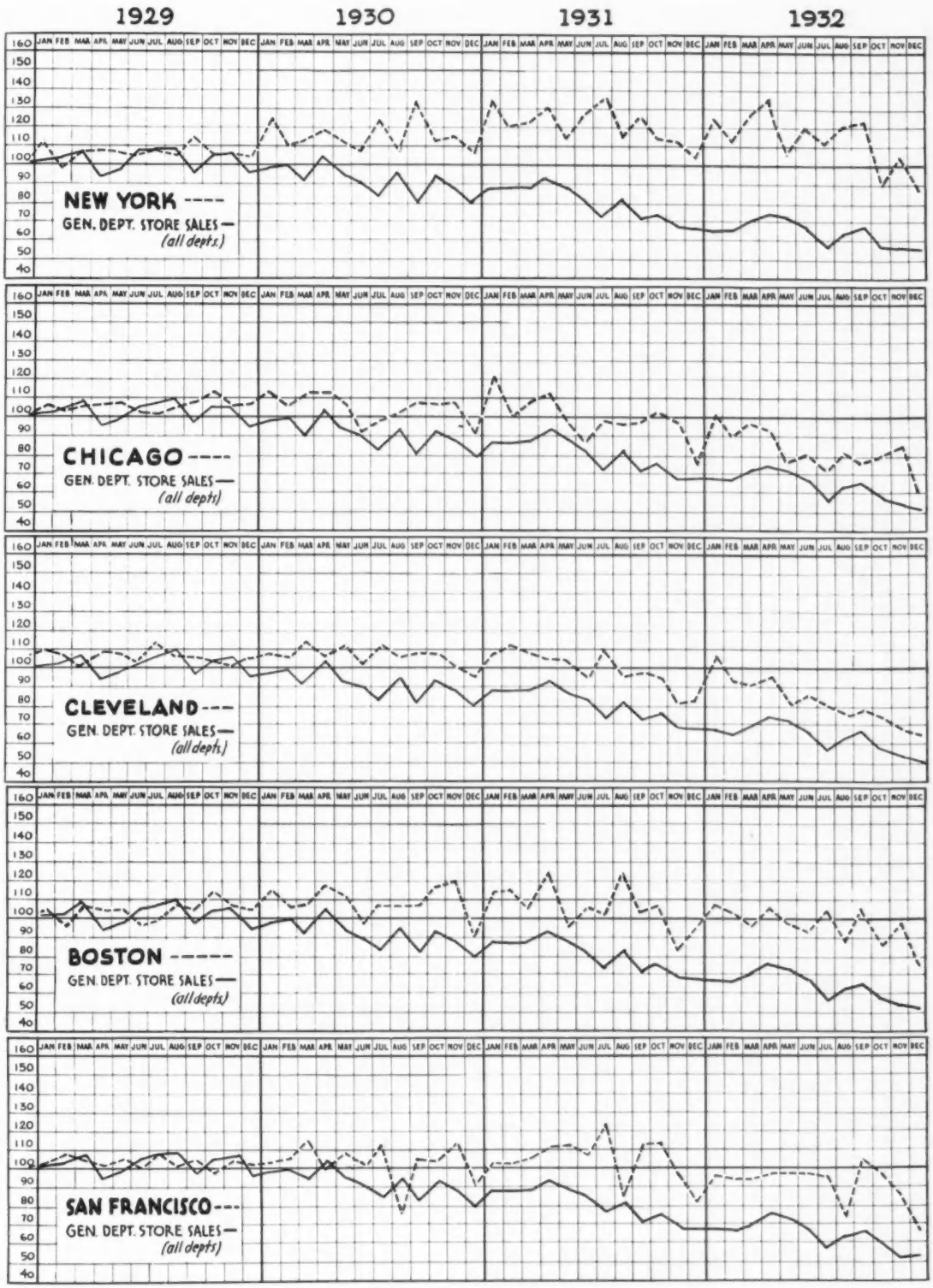
Imports of citronella and lemongrass in 1931 were 1,026,793 pounds valued at $389,169; in 1932 these rose to 1,508,017 pounds valued at $483,033.

Lavender and spike lavender declined sharply in quantity and fell precipitately in value; imports in 1931 were 279,588 pounds valued at $499,637; in 1932 they were 211,968 pounds valued at $228,463.

Lemon oils, due to California production, dropped in quantity by about one-half, but the price per pound held fairly steady; imports in 1931 of 346,993 pounds valued at $215,986 fell off in 1932 to 166,712 pounds valued at $123,419.

Orange imports in 1931 of 131,837 pounds valued at $230,194 dropped in 1932 to 113,982 pounds valued at $112,178.

Sandalwood showed a comparatively staggering drop,



DEPARTMENT STORE SALES OF TOILETRIES

from 10,250 pounds in 1931 valued at $49,261 to 4,723 pounds in 1932 valued at $18,911.

All other oils, except otto of rose, rose in quantity but declined in aggregate price from 2,925,076 pounds in 1931 valued at $1,289,782 to 2,961,834 pounds in 1932 valued at $981,787. As for otto of rose, it dropped in quantity and dropped even more in aggregate value. This oil, measured in ounces in statistics, dropped on the import list from 19,977 ounces in 1931 valued at $209,102 to 15,463 ounces in 1932 valued at $104,909.

Census of Retail Sales

Retail sales of toilet articles and toilet preparations amounted to approximately $413,000,000 in 1929. This total does not include toilet preparations consumed in barber shops and beauty parlors. These wholly service businesses were not covered by the retail census. This national total was announced by the Bureau of the Census as one of the latest compilations resulting from the first nation-wide Census of Distribution.

Of this United States total of $412,985,992, 25 per cent or $103,226,777 worth of this merchandise was sold by the retail stores located in the three states comprising the Middle Atlantic Division and centering on New York City. The East North Central Division, containing the metropolitan cities of Chicago and Cleveland, accounted for a total of $87,892,837 or 21.28 per cent of the aggregate for the United States.

New York State leads in amount of toilet goods sales with 13.66 per cent of the United States total. California is second with 8.07 per cent. Pennsylvania follows closely with 7.99 per cent. The State of Illinois is fourth with 6.84, closely matched with Ohio which reported 6.38 per cent of the national figure. Texas is next in order with 4.95 per cent followed by Michigan and Missouri with 3.57 per cent and 3.48 per cent, respectively. Massachusetts with 3.47 per cent and New Jersey with 3.35 are the two remaining States in which the sales of toilet goods amounted to as much or more than 3 per cent of the United States total.

Approximate Sales of Toilet Articles, 1929

	Total Sales of Toilet Articles and Preparations	Percent of Total
U. S. Total	412,985,922	100.00
New England:	25,828,496	6.25
Connecticut	4,276,892	1.04
Maine	2,895,967	0.70
Massachusetts	14,349,522	3.47
New Hampshire	1,158,527	0.28
Rhode Island	2,408,306	0.58
Vermont	739,282	0.18
Middle Atlantic:	103,226,777	25.00
New Jersey	13,811,900	3.35
New York	56,426,421	13.66
Pennsylvania	32,988,456	7.99
East North Central:	87,892,837	21.28
Illinois	28,233,470	6.84
Indiana	10,134,097	2.45
Michigan	14,749,698	3.57
Ohio	26,341,077	6.38
Wisconsin	8,434,495	2.04
West North Central:	43,407,696	10.51
Iowa	8,869,964	2.15
Kansas	5,186,763	1.26
Minnesota	7,317,347	1.77
Missouri	14,386,476	3.48
Nebraska	4,463,782	1.08
North Dakota	1,400,305	0.34
South Dakota	1,783,059	0.43
South Atlantic:	40,752,378	9.87
Delaware	692,225	0.17
District of Columbia	3,047,175	0.74
Florida	7,131,629	1.73
Georgia	7,687,812	1.86
Maryland	3,953,351	0.96
North Carolina	6,549,309	1.58
South Carolina	2,192,733	0.53
Virginia	5,649,232	1.37
West Virginia	3,848,912	0.93
East South Central	19,506,245	4.72
Alabama	5,409,137	1.31
Kentucky	4,414,485	1.07
Mississippi	4,020,488	0.97
Tennessee	5,662,135	1.37
West South Central:	36,006,010	8.72
Arkansas	4,042,179	0.98
Louisiana	4,645,846	1.13
Oklahoma	6,856,357	1.66
Texas	20,461,628	4.95
Mountain:	13,902,307	3.37
Arizona	1,772,160	0.43
Colorado	4,538,924	1.10
Idaho	1,405,927	0.34
Montana	2,281,692	0.55
Nevada	505,230	0.12
New Mexico	1,271,354	0.31
Utah	1,160,752	0.28
Wyoming	966,268	0.24
Pacific:	42,463,176	10.28
California	33,307,009	8.07
Oregon	3,852,702	0.93
Washington	5,303,465	1.28

Druggists Supply Corporation Meets

Unusual activity among the buyers and a large attendance featured the annual convention of the Druggists Supply Corp. in the Hotel Pennsylvania, New York, February 13 to 18. Buying was unusually brisk on the fiirst day of the meeting, according to Charles R. O'Malley, secretary, when orders amounted to more than during the first three days of last year's meeting.

Officers elected at the directors' meeting on February 15 were: President, William Jay Schieffelin; first vice-president, George H. Huff; executive vice-president, H. W. Adkins; and secretary-treasurer, Charles R. O'Malley. Eighty-five manufacturers exhibited their products during the convention. Among those in the toilet preparations field were: Colgate-Palmolive-Peet Co.; Storfer Laboratories; A. P. Babcock Co., Lazelle, Perfumer, Kurlash Co., Agfa Ansco Corp. and Julius Schmid, Inc.

At the opening of the convention, Coty, Inc., treated wholesalers in attendance to theatre tickets for any New York show. Later in the week, Houbigant, Inc., entertained at the Paradise Night Club.

The Lipstick and the Compact

Packages Readily Available to the Manufacturer In a Wide Range of Style and Finish

by Ruth Hooper Larison

THE importance of cosmetic cases in the toilet goods industry has increased in direct ratio with the importance of cosmetics in use by women. Back in the lean days when rouge was anathema and lipstick belonged to the depths of degradation, manufacturers just didn't try to create such products, let alone create a demand for them. Face powder was the furthest reach in the cosmetic direction until the wheel of fashion turned once more and demanded tinted cheeks and lips, intensified brows and lids. And an old Egyptian custom was revived when the first little cardboard boxes of rouge came cautiously on the market. Then came cardboard lipstick containers, and step by step the first metal boxes made in Europe and painstakingly copied by American manufacturers. The first sweep of metal compacts, laughingly called "trunks" because they were so large and awkward, still carried the name of "puff boxes" and the powder was called "concrete." The term "compact" for powder was later introduced, and the use of the slip cover metal box was superseded by hinge covered boxes. And yet all this development of the metal case has a history of only some eighteen years!

Year by year the cases became smaller, some going into unusual shapes and away from the round. Others went oval, and finally the oblong and square cases and their variations made their way on the market. Slimness became a style essential and smallness a requisite. Then came the tremendous reactionary movement with the entry of "flapjacks" into the market, designed to stand on the dressing table and be used during the process of applying cosmetics, but women thrust them into purses or carried them in the hand and demanded more and more of them at often extraordinary high prices in spite of "depression," "hard times," and "economy." The "flapjack" fashion ran its course and those who got in on the ground floor were swept up by the force of its novelty appeal. Like all reactionary modes it came swiftly, skyrocketed and has begun to fade out of sight while the cosmetic industry settles back to think up new ways of making compacts plainer and slimmer.

Classic simplicity, which lies behind all that is good in modern art, is the criterion in designing cosmetic cases whether you employ metal or plastic for the finished article. The beauty of the outside must be complimented by the finest accuracy of mechanical skill in the fittings of the inside. Just here is where costs mount highest and become an issue from a merchandising point of view. Is it advisable to take the way of least resistance and slur over the expensive accuracy of the mechanically fine co-ordination of the parts in order to keep the retail price down, since we know women tire of their compacts and want new ones every so often? Or, should manufacturers strive for the *perfection of the case*, limiting their output and sales by the higher retail price necessary? Both points of view are of value to the industry as a whole. We know there are and always will be those women who can afford the better product at its logically higher price. For them, manufacturers will continue to strive for mechanical perfection, the ultimate in beauty and design, quality and workmanship. For the masses, the mass production type of article remains imperatively essential.

The one need not detract from the other. Know your own market thoroughly before you determine which type of cosmetic cases you are going to offer. Then have your cases created to meet the demands of the particular market. Don't try to straddle markets. Women are learning more every day about the actual value of what they buy. The very high grade cases keep up the standard of the cosmetic container manufacturers and the—what I prefer to call—mass production type of cases are continually raising women in their taste of selection from the more ordinary to the distinctive. If the time comes when machines are so mastered that they will create the highest quality containers at mass production prices, perhaps a limited group of the public will have learned to appreciate the one-of-a-kind, hand-made article at its necessarily high price.

Changing styles in fashion are today reflected in everything associated with clothes. Hence, the importance of the cosmetic case in its style aspect. Jars and bottles and even powder boxes can stay the same year in and year out as has been the case with many good products, but leading manufacturers continually change the design, mechanism and contents of their cosmetic or make-up containers. It costs to maintain style. It presents, however, what might be called an extravagant procedure because the cost of privately controlled tools is high. Unless the season's sales can be closely estimated, the manufacturer may find himself holding not the bag, but the tools and no money to speak of in his pocket for all the pains and expense he has gone to in making up his cosmetic line.

Manufacturers of cases would willingly prepare new models each year if they could be guaranteed a sufficient volume of orders on them from toilet goods manufacturers. But here again the desire to be individual plays its role, and each toilet goods manufacturer naturally wants his cases to be sufficiently distinctive to keep competition at bay. Plastic containers

present the same cost problem of tools as do metal containers, but there is great charm about them—when they are well designed—which quickly takes popular fancy and may in the future build up a good sized demand for them. They have their limitations, too, and if you are insistent upon an ensemble effect in your cosmetic line you will at the moment have to pioneer plastic compact cases for yourself.

The manufacturer who insists upon absolutely exclusive cases must pay for the dies himself. If he is wise, he goes out of his way to get the best possible advice from a fashion and style point of view, and doesn't let his personal taste interfere. It always pays to send a hundred dollars after a thousand, and he has probably learned, often from bitter experience, that definite knowledge of style trends pays in the long run.

The intermediate size manufacturer who cannot risk the cost of entire tools for such a job must effect a compromise in his method which will not appear as a limitation in the final product. He can take well designed, standard cases, undecorated but of reliable construction and control merely the design tools or stencils to make that case distinctively his own. This has been done over and over in the past with marked success. It is a plan I invariably recommend to the manufacturer who isn't in a position to risk the high cost of tools.

A variation of this plan is to select a good standard or stock case and have only a part of the tools remade in order to give it certain points of distinction—changing from a flat to a domed top or vice versa. Or the interior of the case can be changed in its layout.

Another method which I believe has never been tried but which would prove constructive would be for several manufacturers to agree to use a newly designed case if the case manufacturer would proceed with the design and tools and guarantee certain specifications on which they had jointly agreed. Then each one would have the case decorated individually and yet it would be a a new case on the market with definite improvements and refinements of manufacture. Of course, I know you are thinking that getting the manufacturers to agree to such a plan would be difficult. But think back over the history of the market and see how quickly they have flocked by the dozen to copy the work of any one as soon as it came on the market! If they were convinced by the proper advisory authorities that the contemplated number would be fashion-right, price-right and practical, they would soon realize they had jointly achieved what they all try to achieve when they wait and whistle for some one else to do the right thing first—and then copy it!

The cases in the accompanying illustration represent only a small selection of what are known as standard cases available for any manufacturer. They are all beautifully made and handsomely finished. With such a rich assortment to select from, there is no excuse whatever for a toilet goods manufacturer who is after quality business to use either an obsolete model or a poorly designed modern one. There are also many less expensive cases being made today, but they follow the style and trend of these better class ones and compromise only where actual costs are involved.

In this small selection, which, as I have said before is merely representative of what the market offers, there are five lipstick cases. One is tall, slender and ten-sided with a full length slip cap. Very short caps are too easily lost and not conveniently replaced to prove popular on repeat numbers. This one has a swivel base. The other two round ones are both with swivel base adjustment, but vary in the proportion of height to diameter. Both have three-quarter length caps, and either can be decorated in any style. The other two are of the newer slide arrangement without the removable cap, but with a button on the side which in pushing upward on one, and downward on the other releases the opening at the top and elevates the lipstick in one operation. They are delightful. Distinctive designs can be used on these also to effect a family relation to the manufacturer's own line of products.

The large round vanity case has a glass mirror and a loose powder well and place for puff. It is two inches in diameter and about three-eighths of an inch thick. The open case is similar to the closed oblong vanity and is one of several tricky sifter styles for loose powder with space for paste rouge and eye shadow, or compact rouge. A metal mirror is essential for compactness in this case. One of the upper compartments could be used simply for the rouge puff and the other for compact rouge. A puff left on the rouge compact accumulates too much rouge, and wherever possible should be placed separately in the case.

The small square compact can be used for either powder or rouge, and has a slightly domed top. The small round case has a domed top and a typically popular embossed decoration. Likewise the octagonal compact. The mascara case is especially well made with a glass mirror, separate compartments for the cake of mascara and the brush which rests on a spring. When the cover is opened, the spring is released and the brush is more accessable to the fingers.

The little round case is for paste rouge or eye shadow, and can be decorated to harmonize with any line. The three plastic rouge or eye shadow cases are delightful to the touch and in smart bright colors. On large orders a manufacturer can use what ever color suits his products best and have a trade mark, decoration or what-not embossed, incised or inlaid on the top.

Quite a few manufacturers have gone to the expense of having special cases, unique in either construction or decoration, but as these are protected by patents they are not available in stock numbers. So unless you, as a manufacturer, are ready to undertake private dies, make your selection from the best stock numbers available and depend upon smart decoration to give them their touch of individuality.

As to the contents of cases. We find the metal mirror an essential in the very slim cases in order to keep weight and size down, particularly if several products are packed in one case. Loose powder cases have proved very popular, but there are still many favorites using the compact. Rouge is popular both in compact and paste form, and lipstick is as essential to a woman as a hand mirror though she has learned to use the one without the other!

Eye shadow and mascara can be packed in their individual cases or included in a vanity as they are of growing importance. Many leading lines have experienced considerable success selling cosmetics by advocating the use of certain series of make-ups with color combinations in their clothes—capitalizing on fashion. It encourages women to buy several cosmetic ensembles instead of only one. Refills for compact powder and rouge are no longer as important as they once were, for women too soon tire of their compact and want a new one. Lipstick refills never made a hit.

I believe a dressing table case easily refilled and containing everything necessary for make-up would be very popular if well done in either plastic or metal. The accompanying illustration of an antique Persian box* in the classic Persian design motif was originally a make-up box. Each leaf is attached by a wire and lifts up. I haven't found out yet what each of the eleven compartments contained, but I have it on good authority that each product was an essential to ancient feminine beauty. So, after all, an ensemble dressing table case wouldn't be *actually* new—but would be *new as merchandise in* 1933.

I don't feel enough attention is given to puffs for compacts, and no one has yet thought up a practical substitute for the finger in applying paste rouge. Lipstick tissues are proving a convenience, but at best they too are a compromise because we want indelible lipstick —lasting paste rouge—and yet we don't want it to last on the finger. A chamois or swede finger glove so constructed as to pull down the first joint of the little finger and easily removable would be a nice novelty and prove convenient. A place would have to be set aside in the case for the finger tip glove when not in use.

The puffs in compacts and vanities grow shabby too soon. Reapplying powder during the day means rubbing the new over a layer of dust and perspiration. Selling half a dozen additional puffs with the better compacts at a nominal price would encourage women to use a new puff more frequently. Beauty editors and consultants have talked themselves hoarse about the hygienic importance of fresh clean powder puffs. A great many women now buy fresh puffs for the dressing table freely, but forget the importance of changing the compact puff—or have difficulty in getting the right size in the ten-cent stores. They are helplessly dependent upon the original puff. Loose powder vanities make this even more serious. While the additional puffs, would mean a small increase in cost, they would be appreciated and welcomed by the consumer and as easily sold as powder compact refills along with the original purchase.

* From the private collection of Ruth Hooper Larison.

Holds Pine Needle Bath Salts Medicinal

Holding that the pine needle bath salts in question had some therapeutic value and therefore were properly classifiable as medicinal preparations rather than as toilet preparations, as had been decided by the appraiser, the United States Customs Court, First Division, in a recent decision sustained the protest of Samuel Rosenau against the collector of customs at the port of Chicago.

Rosenau imported pine needle bath salts which were assessed at the rate of 75 per cent ad valorem under paragraph 62, Tariff Act of 1922 as a non-alcoholic toilet preparation. Rosenau claimed duty at 25 per cent under paragraph 5.

Of three witnesses for the plaintiff, two testified that they had used the preparation on the advice of physicians, and all three testified that when they used it in the bath no soap was used. Two physicians testifying on behalf of the government had never actually used the preparation, and there was nothing in the record to show that it had been used as a toilet preparation. The court therefore held the preponderance of evidence indicated the preparation to have some therapeutic value and sustained the claim for duty at 25 per cent.

Recamier Cited for Contempt

Contempt proceedings have been brought before Federal Judge Robert P. Patterson by Harriet Hubbard Ayer, Inc., against Recamier Mfg. Co., Inc. The Ayer company in its complaint alleged that in redesigning its packages following the decision of Judge Patterson in the former case, Recamier Mfg. Co. failed to observe the terms of Judge Patterson's injunction.

Inasmuch as numerous questions of fact were involved, the court appointed Robert McC. Marsh special master to hear testimony. Several hearings have been held and the matter is still in the hands of Mr. Marsh for determination.

Recent Products and Packages

IN the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

Colgate Expands "Cashmere Bouquet" Line

Colgate-Palmolive-Peet Co., Chicago, has enlarged its famous "Cashmere Bouquet" line of toilet preparations which heretofore has consisted of but five numbers. The line is packaged effectively, with a delicate shade of green the predominating color. Included among the items, which are illustrated in the photograph below are: dusting powder, face powder, talcum powder, foundation cream, cleansing cream, tissue cream, toilet water, astringent, brilliantine, hand lotion, cream rouge, lipstick, and perfume. The cleansing and foundation creams are packaged both in jars and tubes. The jars are white, with lustrous green metal closures and green and white labels. The tubes also are of green, with cartons to match. The toilet water and brilliantine bottles are equipped with gold colored metal closures and white square labels, while the astringent and hand lotion containers have green closures and labels, matching the motif of the jars. The perfume is presented in three sizes in nicely designed flacons. Their accompanying boxes are of smart decoration. The powder boxes are of the solid green color, with trade mark in white. A piece of transparent material on the drum of the face powder package, cut into the shape of the miniature floral piece which adorns each of the packages, enables one to view the shade of the powder. The talcum powder container also is of green, as is the cream rouge and the outer shell of the lipstick case. The line is well balanced and represents an extremely efficient job of package designing.

Lunar Adds New Items

Lunar Toiletries, Inc., of Boston, is introducing several new items. One is an eight-piece set, containing hand lotion, shampoo, powder, rouge, two creams, a perfume and an astringent. The silver-and-black box in which the set is packaged bears the label "June Dawn." Another new set which has been brought out includes three preparations for the hair—a shampoo, a tonic and a brilliantine. The three-ounce bottles are assembled in an attractively designed box of silver and black color scheme.

New Items in British Market

The "Vanisifta," a new loose powder sifter, has recently been introduced in London by Parfumeries de Fleury. It is in gilt and has the novel arrangement of a silk sieve stretched across a xylonite frame. It is used exactly as a compact, pressure on the sieve permitting the powder to come through on to the puff As an introductory offer, a box of *poudré de Fleury* is given with each of these sifters. The same firm has introduced a new and realistic Wedgwood box in its "Vanipact" series; it is larger, heavily nickel-plated, and fitted with an unbreakable mirror.

The latest *Papier Poudré* product to make its bow in London is a booklet of soap leaves, all delicately perfumed and each containing sufficient soap for a thorough cleansing of the hands.

Potter & Moore's well-known Mitcham lavender water is now appearing in an attractive purse flask—a rectangular molded bottle with a red plastic screw cap covered by a black and gilt plastic sheath top.

Quinlan's New Dusting Powder

Kathleen Mary Quinlan, Inc., New York, has devised an exquisite new package for its "Mist of Dawn" dusting powder. The package is dainty, with a pink and silver color scheme, and brings out a new principle in dusting powder boxes—a hinged cover. The powder comes in two shades, white and flesh. A large luxurious puff completes the package. The company has also announced several other new items recently, four new shades of "Mist of Dawn" face powder, and a traveling case equipped with cosmetics.

Anré Expands "Colonielle" Line

Several preparations for the skin have been added to the "Colonielle" line of "Martha Washington" toiletries, created by Anré, cosmetician, New York. They include astringent skin tonic, liquefying cleansing cream, powder base cream and liquefying skin and tissue builder, all of which are shown below. The packages have lustrous black metal closures and the familiar "Colonielle" silver and black labels.

Rallet Introduces Floral Series

Rallet Corp., New York, recently introduced a new floral series consisting of four odors and a face and dusting powder. The floral perfumes, two of which

are illustrated here, are packaged in graceful, diamond-cut crystal bottles and charming boxes decorated with a floral motif in pastel colors. Both bottles and boxes may be described as being very feminine and decidedly French in feeling. The four odors in the series are giroflee, muguet, rose and jasmin. The powders come in a choice of muguet or jasmin scent.

"Eversweet" Deodorant

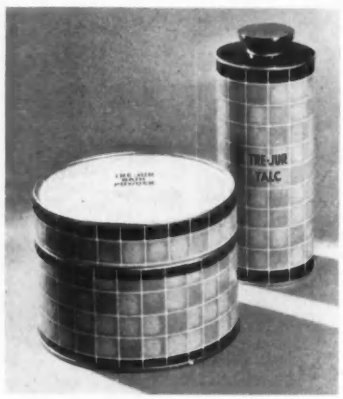
Christy Cosmetics Co., New York, is distributing a new stick deodorant which has the trade name "Eversweet." "Eversweet" deodorant was marketed some years ago, but this is the first time it has appeared in the stick form. The metal case closely resembles that of lipstick. The outer shell is dark blue in color, with the trade name in white letters. A slide on the inner cylinder enables the stick to be used with ease.

Novel "Roller" Powder Compact

A novel powder compact recently introduced into the British toilet goods market is the "June" powder box with roller release, a product of Saville Perfumery, Ltd., Watford, England. The compact is made of a molded plastic material, and releases only the exact amount of powder required at one time. The powder reservoir is closed by a roller which, upon being rolled once by the puff, releases sufficient powder to repair one's make-up. It is an ingenious device, and has met with widespread popularity in the British market.

Tre-Jur's Bath Ensembles

One of the most interesting developments of the year is the new line of bath ensembles produced by the House of Tre-Jur New York. The decorative motif of the packages is exceptionally well conceived, being of a tile design. There are four pieces in each ensemble, a dusting powder, talcum powder, and bath and toilet soap. The two first-named items appear in the accompanying illustration. The ensembles are presented in four different color schemes, pink, lavender, green and yellow.



Noonan's Hair Preparations

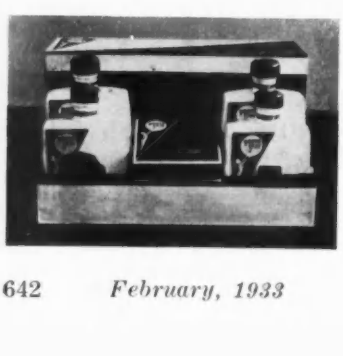
T. Noonan & Sons Co., Boston, has introduced "Dr. Marshall's Medications," consisting of eight different items. They include scalp creams, shampoos and scalp lotions.

New Hair Remover

Packaged in a small, attractive bottle is the new "De Wans" permanent hair remover, recently placed on the market by the De Wan Laboratories, Chicago. The bottle, as may be seen in the accompanying photograph, is wrapped in thick, soft yellow paper on which appears a silver label with black lettering, the entire item being enclosed in transparent cellulose material. The bottle itself is of transparent glass, through which shows the white powdery product. The bottle also has a silver label, and is set off nicely with a black metal closure.

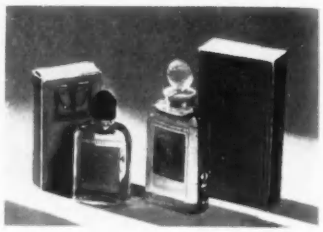
Isis Offers Attractive Ensemble

In the illustration below is shown one of the attractive packages of Isis Laboratories, Inc., Portland, Ore. It consists of cosmetics which are intended to fulfill all the requirements of the modern woman. The items are produced under the trade name "Youthskin" and come in a black and silver case, whose motif matches that of the labels.



Myrurgia Perfumes in Small Sizes

Myrurgia, of Barcelona, Spain, represented here by Abouchar & Co., New York, is the latest house to present its famous perfumes in small sizes. Shown here are one-dram and two-dram flacons, each size being available in all of the Myrurgia odors. A nicely tapered plastic cap adds to the appearance of the smaller bottle, while the other is fitted with an attractively designed glass stopper.

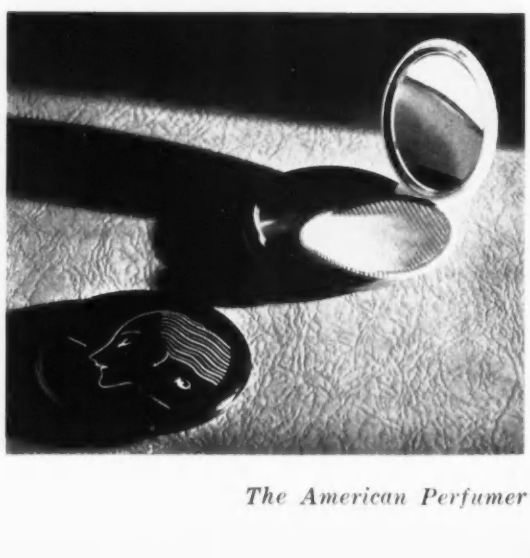


Sherman's "Bio-Cream" Jar

In the illustration below is shown the "Bio-Cream" preparation of Sherman Laboratory, Detroit, Mich., a perfumed cream intended for the treatment of certain skin irritations. The jar is of white glass, with a black-bordered silver label. Printing on the label also is in black. The screw-type closure is of lustrous black metal.

Plastic Compact

Another innovation of 1933—the plastic compact! This new pancake-type powder compact shown below was recently placed on the market by the A. A. Vantine Products Corp., New York. It is light in weight, its surface is said to be scratch-proof, and it is stoutly constructed, thus being safeguarded against dents. An additional feature is an unbreakable mirror. The compact at the left is black, while the one shown open on the right has a magenta base.



Trade Commission Hearings Legal

Court Decides Publicity Is "In Public Interest"
Active Month in Cosmetic Stipulations
by C. W. B. Hurd

WASHINGTON, Feb. 7.—In a decision of the highest importance, the Court of Appeals of the District of Columbia has just held that the Federal Trade Commission may legally hold public hearings on complaints, settling a moot point of controversy that has raged for twelve years.

The decision, supported by a comprehensive opinion written by Associate Justice Groner, was made on an appeal from a ruling by the Supreme Court of the District of Columbia, taken by E. Griffiths Hughes, Inc., marketers of "Kruschen Salts" and "Radox" bath salts. The decision does NOT hinge upon the quality of the products, but is based solely on the right of the Federal Trade Commission to announce complaints and hold open hearings.

Holding that the test of actions by the Federal Trade Commission "is the public interest," Justice Groner states in his review of the case that on the day set for the hearing of a complaint against E. Griffiths Hughes, Inc., the company applied to the lower court for an injunction restraining the Commission, an application that was refused and reached the Court of Appeals.

"A copy of the complaint," Justice Groner writes, "issued by the Commission was filed as an exhibit in the proceedings below, and by recourse to it we ascertain that it recited in the first place that it was issued in the public interest, that it charged appellant was engaged in the sale in interstate commerce of certain proprietary preparations known as 'Kruschen Salts' and 'Radox' bath salts; that the former of these preparations was advertised by appellant as a cure or remedy for obesity and that the latter as a preparation relieving pain and having medicinal and therapeutic value and that it is imported from England and combines the properties of the world-famous medical spas.

"The complaint then went on to state that all of this advertising was untrue because in fact the 'Kruschen Salts' is no more than a purgative or laxative and therefore not a cure or remedy for obesity, and that the 'Radox' salts has no material medicinal or therapeutic value and is not imported from England and does not combine the properties of the European medical spas; and it concludes that as a result of these misrepresentations the public is misled and deceived and appellant's competitors prejudiced within the intent and meaning of section 5 of the act."

The Hughes company charged in its original petition, Justice Groner states, that its business was injured through publication of the Commission's complaint, and stated that the taking of testimony in public "will aggravate and increase the injury."

"It will be at once noticed," Justice Groner continues, "that there is no charge in the bill (of complaint) that the Commission is acting unfairly or arbitrarily or that the result of an open hearing will be to disclose trade secrets or the names of appellant's customers, or any other detail of its business which, without regard to the final determination of the controversy, will result in serious injury to it. On the contrary it is confined to the assertion that the Commission has no right to determine to hear evidence in public; that until its final determination its function is wholly inquisitorial and is therefore necessarily secret.

Powers Not Limited

"We find nothing in the act which will warrant this limitation on the Commission's powers, or indeed anying which would indicate that this was the intention of Congress.

"The act distinctly provides that *any* person who may be interested in the question may make application and may, upon good cause shown, be allowed by the Commission to intervene and appear in person or by counsel. This provision the Commission has construed to impose upon it the duty of public hearings, and in this we concur."

Justice Groner then goes on to point out that open hearings were decided upon a dozen years ago and that "in a number of other acts of Congress creating bodies similar to the Trade Commission provision is made that all proceedings *shall* be public."

"The object of the act," he says, "is to prevent public deception and to preserve free competition. To accomplish this, of course, Congress may not authorize the spoliation of private right by public authority, but there is no charge of this nature here, and such a charge could be much more readily made and sustained if the act had provided for secret or star-chamber proceedings. The rule of the board is

therefore wholly consonant with the modern view of functions of government. The purpose underlying the constitutional guaranty of public trial in prosecutions for crime is to prevent abuses arising out of the avarice of unprincipled officials or the sale of justice or a conviction through illegal evidence. The rule requiring public hearings, whether in courts or bureaus, avoids these possibilities, and is to be approved.

"Doubtless on such a hearing as is here provided the commission has discretion, on a showing that such a hearing would disclose trade secrets or other data in itself destructive of the business under investigation, to do whatever is proper and necessary to avoid these consequences, but where, as is here alleged, the possibility of loss is founded wholly on the public knowledge that an investigation has been ordered, no good reason exists or can be shown why the public hearing should not continue."

Active Month for Commission

In an unusually active month the Federal Trade Commission handed down during January a number of stipulations affecting manufacturers of cosmetics.

Those stipulations listed by name are summarized by the Federal Trade Commission as follows:

"*Hair dye*—L. Pierre Valligny and Valligny Products, Inc., New York City, vendors of a hair dye designated 'Youth-tint,' agree to discontinue representing that the product is a color restorer or is anything other than a hair dye that will impart a selected color to the exposed portions of hair; and to discontinue representing that it will not fade, without a conspicuous statement of the conditions under which it will not fade, in direct connection therewith.

"*Exaggeration of earnings, designed to obtain agents*—G. F. Smith, trading as Rosebud Perfume Co., Woodsboro, Md., vendor of salves, soaps, perfumes, and toilet articles, agrees to discontinue inserting advertisements implying that agents will receive a certain premium for selling a specified number of boxes of salve at twenty-five cents each, money to be remitted 'as per catalog plan' when the plan as set forth in the catalog requires that money in excess of the twenty-five cents per box be remitted or that a larger number of boxes be sold before the premium is given; to discontinue representing that any premium is given 'free' when the recipient is required to give either cash or service therefor; and to discontinue representing that a premium will be sent upon receipt of a stated sum, when an additional remittance is required to cover postage and packing charges.

"*Perfumes*—Theo. White, trading as Theo. White Co. and Palace de Flores, Los Angeles, vendor of a perfume alleged to be irresistible, agrees to discontinue representing that such is irresistible and can captivate the soul or that it will enable the user to be exclusively attractive and to attract and win the love of any person desired, when such are not the facts.

"*Perfumes and cosmetics*—Ann Griffith, trading as Love Charm Co., St. Louis, vendor of perfumes and cosmetics designated 'Love Charm,' agrees to discontinue representing that the products are of French origin or are made in accordance with the formula of a celebrated French perfumer, when such are not facts."

F. T. C. Orders Halt to Armand Policy

THE Federal Trade Commission issued an order February 11 requiring the Armand Co., manufacturer of cosmetics, Des Moines, Ia., to discontinue its methods of maintaining resale prices. The Armand policy aimed to keep its merchandise out of the hands of price-cutters and although so worked out as to remain within the law, the commission found it resulted in definite agreements to maintain prices and distribution channels in six specific instances. The law permits manufacturers to refuse to sell to price-cutters or others as it chooses, and to make known its policy in this respect, but forbids agreements to maintain prices or restrain trade. Final argument had been heard in the case nearly eleven months ago.

Commission's Position

In many cases the company refused to fill orders from price-cutters and from wholesalers who it believed had sold to price-cutters, and made clear the reason for such refusal. In six instances, which are described in detail in the commission's findings, the company cut off the supply of its goods from dealers it considered were not following its policy, but after oral negotiations, resumed the sale of goods with the result that these dealers thereafter did not violate the Armand policy. The commission concluded that each one of these cases constituted an agreement to maintain prices and restrict distribution. The order issued by the commission against the company prevents it from "entering into or procuring either directly or indirectly from wholesale or retail dealers contracts, agreements, understandings, promises or assurances" that resale prices will be maintained or that Armand goods will not be sold to price-cutters.

Statement by Armand

According to Charles Wesley Dunn, counsel for Armand Co., the company is convinced that it has not committed the offense found and will petition the United States Circuit Court of Appeals to set aside the order. The decision of the Commission is both for and against the company, Mr. Dunn declared. It has decided against the company to the extent that "it finds that the company illegally procured contracts, agreements, understandings, promises and assurances from drug dealers that they will resell Armand products at prices fixed by it and not resell such products to price-cutters."

"In all other respects the decision was favorable," he said. "The Commission in effect dismissed the charges that the company conspired and combined with its dealers to fix the resale prices of its products and that it illegally conspired with wholesalers to prevent their reselling to general merchants or department stores or outside prescribed territories.

"Both Carl Weeks, president of the company, and I welcome the opportunity to secure a final court decision upon the validity of this order," Mr. Dunn continued. "And until that decision is rendered there will be no change in the Armand merchandising policy. . . . The company is making this court fight not only to vindicate itself, but also to undertake to establish a more favorable resale price law in the interest of its dealers."

Sales Questions of Vital Importance

With Some of the Reasons Why Manufacturers Should Give Them Careful Thought

by Leroy Fairman

THE questions which follow arise, or should arise, in the development of any extensive line of cosmetics. When they arise, they sometimes fail to receive the consideration they deserve, but are put aside for some more convenient season. If they do not arise, it is a certain sign that the manufacturer ought to be in some other line of business—preferably one in which thought and forethought are unnecessary.

Some of these questions seem to me to be vital to the success of any cosmetics business consisting of more than a very few items; I will try to explain why I think so as we go along.

Has the development of your line followed any predetermined plan, or have new perfumes, creams, powders, etc., been added from time to time because they seem to possess merit or novelty?

It is very often the case, as we all know, that a manufacturer starts in business with a cream that he believes is a world-beater; or a cream and a lotion; or two types of cream, or a rouge and lipstick, or a perfume. At the time of his start in business, he has no plan except to successfully and profitably market the items then in hand. As success is a mighty serious and important matter to him, he deeply studies all phases of marketing, manufacturing, merchandising, pricing, selling and advertising as applied to those items. He endeavors to make himself a walking encyclopedia of sound information on the goods he is about to launch.

And there he stops. As he is not interested in other types of toilet products he sees no reason why he should study them.

In due course of time he gets his new business on a sound basis, climbs painfully out of the red and is making quite a little money. Sitting in this comfortable position, he might logically be expected to push, with all his might and main the items which now constitute his little business. They are his bread and butter; he knows how to produce and sell them at a profit, and the amount of his present business is only a trifling percentage of the potential. Thousands buy his goods; millions never heard of them.

Too often, though, the manufacturer extends his line by the addition of new items instead of devoting all his energies and capital to the increase of sales of his present line. The reasons why he desires to have a more complete line are many; the principal one is, generally, the belief that new items can be added without much overhead expense, and with very small additional selling cost.

So our manufacturer, constantly hearing exciting stories of the success of this or that brand of hair tonic or depilatory or freckle remover, comes out with one or more of these products—and next year with one or two more. They have only the remotest kinship with his original line; they present new problems of preparation and exploiting; new selling and advertising technic. And the betting is ten to one that the manufacturer does not give them anything like the thorough and intensive study that he gave to his original items. He seems to take it for granted that because he is making a success with a few items, he can as a matter of course make a success with more. Which doesn't always follow!

In the addition of new products to your line, has there been any thought given to the exact class or type of women who will be better served or better satisfied with it?

Surveys of toiletry sales often show that the perfume or face powder of some manufacturer stands at or near the head of the list, while his face creams are far down, and his rouge and lipstick are hardly mentioned at all. Knowing, as we do, that such a manufacturer has advertised his entire line heavily, and put strong sales effort behind it, we ask ourselves why such a condition comes about. And we find that the answer is simple; the leading item in such a line appeals powerfully to a certain class of women—perhaps to nearly all classes—while the other items do not. It is possible, for example, that the perfume precisely suits the women who read *Vogue*, *Harper's Bazar*, and other top hole publications, and may be profitably advertised therein. But the new creams, rouge and lipstick do not please those fastidious ladies, and advertising in high class magazines will not move the goods. This is a situation which is often met; and in such cases added items have to be carried on the backs of the popular items, and the manufacturer is often worse off than he would have been if he had confined his efforts to a small line. Of course, some types of cosmetics can never achieve the volume of others, because public demand, actual and potential, does not warrant it. But all the items in a line should, ideally, appeal equally to the same class of people. That ideal situation may be hard to achieve, but it should be aimed at.

If you have more than one perfume in your line, have any or all of them been developed for a special purpose, or advertised as best suited to the requirements, tastes and personality of any type or types of consumer?

A Complete Line Which Answers the Author's Specifications

Very often we see a manufacturer add a new perfume to his line, advertise it heavily, meantime either ceasing the advertising he has been doing for some other perfume, or continuing it on a limited scale. The advertising of the new favorite may be different in illustration and typography, but it gives no new facts and makes no new claims; it is the same baloney sliced in a different way. To read it, you would think that all types, classes and conditions of women would be immeasurably benefited and rendered incredibly more captivating by this new perfume. To the observant bystander it seems as if all that effort and money might more wisely and profitably have been put behind the old perfume which many thousands of women already know and love.

In the selection of one of your perfumes, or any other of your products, does the consumer make her choice upon information given in your advertising, or by the retailer; or simply upon her own hastily formed preference or whim?

Anyone who cares to do so may stand at a busy toilet counter and watch women stop at an alluring group of the products of some leading manufacturer, and let her eye rove over it, back and forth, evidently with no idea as to whether she wants any special perfume, or kind of cream or face powder. And the polite and attentive salesperson—if so—quite obviously has the same sort of patter for all the items in the entire display.

It is true that this is not always the case. Often the customer comes to the toilet counter with a very clear idea of what she wants; the advertising she has seen has given her complete information. Sometimes the salesperson is so fully informed that she can give authentic information as to what the customer before her should buy.

One of the reasons why so many women buy by hasty at-the-counter selection or whim is that the retailer, or his salespeople, has not been given the right sort of facts, nor been sufficiently impressed with the importance of giving the prospective customer a convincing selling talk.

It is often the case that a product, or a line of products, has behind it an excellent merchandising idea, which, if properly carried out, would result in a fine volume of business. But the salesman, either improperly coached or incapable of making a proper presentation of the plan, simply sells the goods and goes on his way. He is so used to making a stereotyped selling talk that he can't get out of his rut.

Recently there have come under my notice two such cases; and a check-up made at the stores a short time after the salesman had got his orders showed that he hadn't said a word about the merchandising plan which had been evolved at a considerable expense of time and money, and the goods stood on the shelves in equal competition with other brands, whereas the merchandising idea, if explained would have given them a decided advantage over competing merchandise.

Would not a properly presented and executed method of guiding and influencing the selections made by different classes of purchasers, aid in equalizing the sales of the various products in your line, thus counteracting the tendency of consumers to concentrate on a few products?

In an extensive line of perfumes, it often happens that one or two, for some reason or other, become popular while the sales of others lag far behind. Word

of mouth advertising, and the example of women who set the styles, gives a perfume or other toiletry a vogue for which the manufacturer could give no satisfactory reason. This results in heavy sales for that product, and a lop-sided situation which is far from satisfactory. The retailer, in such cases, passes out what the customer asks for, and makes no effort to push the sale of the weak sisters in the line.

The manufacturer follows a similar course. He supplies the demand for the product which is popular, and regards the weak sisters as a burden visited upon him by an unkind providence. Why they are weak he does not know.

When he assisted in bringing the weak sisters into the commercial world, he had good reasons, he thought, for expecting that they, too, would meet public approval and make money for him. Very likely his reasons were good, but the merchandise has for some mysterious reason, failed to catch the public fancy. In such a case, some plan should be worked out whereby, with the assistance of the retailer, a certain type of consumer can be induced to give the goods a trial.

It is possible to classify women by age, height, weight, color of hair and eyes, complexion and temperament, and select for each classification a perfume and other toiletries which are precisely adapted to their use and their personality. By this means it is possible to create and maintain a demand for varied types of products, and thus in a measure counteract the tendency to concentrate on a few products and thus equalize sales. This can never be done, however, if the manufacturer advertises in a manner which implies that all of them are precisely suited to the requirements of all types and classes of women.

It will be said, I am well aware, that this idea is visionary; that it is not possible to separate women into classes and persuade them that they should use toiletries especially developed for the classification to which they belong. But it must be conceded that a great majority of women buy perfumes indiscriminately, either following what seems to be the fad of the day, or an erratic and unreasoning fancy of their own. In any theater or other place where women congregate a sensitive nose will pick up a variety of scents exhaled from the persons of women who should never use them.

And yet the manufacturer will advertise his perfumes with equal indiscrimination; ascribing to each and all qualities which are suited to the personality of all women; or, what is just as absurd, stating that such and such an odor is precisely adapted to women of moods, caprices and temperaments which no human being could recognize as her own, or as belonging to any other woman she ever met in all her life.

As such a method is obviously wrong, is it not worth while to make a serious attempt to produce and market products which are adapted to certain types of consumers, and to work out a sales method which will enable the retailer to use an intelligent discrimination in advising and guiding his customers?

In the packaging of your products, do you use a method of design, color, illustration of typography which will identify each product as unmistakably yours?

In packaging, the toilet goods industry has, during the past five years, made progressive improvements which are really remarkable, and reflect great credit upon it. A surprising percentage of manufacturers of established lines have completely repackaged their lines, and new products which have come into the field have given us many really exquisite examples of packaging design. It was recently my privilege to act as one of the judges in a package contest conducted by the journal *Modern Packaging*, and I was surprised and delighted by the showing made by the toiletries industry.

But there are still lines which are a mixture of heterogeneous packaging, composed of items which apparently have no family relationship. Such packaging generally results from the grafting of modern designing upon the old styles which originated many years ago, and which have never been changed, and are retained for sentimental reasons, or because it is feared that a change would mean loss of trade.

These conditions, where they exist, will right themselve in due course of time; the success achieved by manufacturers who have supplanted the old with packages which are fresh, modern and appealing will force the few remaining mossbacked conservatives into line.

It is worth noting, though, that of late some examples of "family" packaging have been criticized for the reason that the various packages in the line have been so similar that it is hard to tell one product from another without a close examination of the label. This is carrying family resemblance too far, and those who voice this criticism suggest that it is possible to use some color, general arrangement of design, or bold identifying mark or symbol, which will unmistakably identify the parentage of the goods, and at the same time make possible the further easy identification of the particular product which the package contains.

Toothbrush-Atomizer Invented in Norway

A combination toothbrush and mouthwash atomizer has been invented in Norway and factory production has begun, according to a report from Trade Commissioner Budrun Carlson, Oslo. The toothbrush is fitted to an atomizer so constructed that when finger pressure is applied a mixture of water and carbon dioxide passes through a rubber tube into the handle of the attached toothbrush and out through the bristles of the brush.

Campbell Now F. & D. A. Chief

Walter G. Campbell, director of Regulatory Work in the U. S. Department of Agriculture, has resigned to become chief of the Food and Drug Administration in the department, effective February 1. The position of director of Regulatory Work has been abolished, thus completing the reorganization of the department's law-enforcement work started in 1923. Mr. Campbell was one of the first inspectors appointed under the Food and Drugs Act passed in 1906.

Editorials

The American Perfumer
and Essential Oil Review
Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXVII. No. 12 February, 1933

Sales Tax Bills

PROBABLY at least 25 of the states will consider some form of sales taxation during the present sessions of their legislatures. These bills will range all the way from a low rate of taxation covering almost every article of commerce to extremely high rates (in some instances as much as 20 per cent on cosmetics, for example) on a specialized list of products. The necessity for revenue is acute in many states, and it is hardly to be expected that all of these bills will be defeated.

Coming on top of the present manufacturers excise tax on cosmetics, now a part of the Federal tax structure, the burden which these new laws will entail is a danger not to be lightly dismissed by the manufacturer, wholesaler, or retailer of toilet preparations. The justice or injustice of individual measures need not be considered here. The plain economic fact that the industry cannot stand an additional tax burden, no matter how small, is the paramount factor at the moment.

Ruin threatens in many jurisdictions unless pending measures are defeated or amended. In addition, and in many respects more important, is the fact that sales taxes, once enacted, will be almost impossible to eliminate. Instead, they are likely to grow larger and more burdensome from year to year.

Alternative forms of taxation are no more inviting. The total tax burden now, with none of the proposed new taxes or increases, is almost intolerable. It can be lightened only by the most ruthless curtailment of governmental expenditures. Politicians are not going to cut expenditures further than they are forced to do by the power of enlightened public opinion. In other words, only fear will make them act to relieve the tax burden.

In opposing new burdens on our industries we suggest that those who appear before legislative committees or appeal personally to their representatives in the State or National Legislatures insist in no uncertain terms on a curtailment of expenditures as the alternative for increased taxation.

The fact that these state sales taxes are a burden not so much upon manufacturers as upon the retail outlets in the several states should also be stressed. Mail order houses will be the first to take advantage of them. Bootleg cosmetics may be expected to follow. Business in border counties will suffer heavily. Revenues will be curtailed because business will be forced out of the state and into jurisdictions not burdened by special taxation. Manufacturers may be harmed but they will not feel the full force of the burden as will merchants in the states enacting special sales tax measures.

Once the legislators are convinced that the public will not tolerate votes for higher taxes until the utmost in the way of economy has been accomplished, we shall begin to get somewhere. Until they are convinced, we shall have no real economy but more and more of these "painless" taxes which eventually will ruin us.

A Free Port Needed at New York

THE project of establishing a Free Port in New York harbor is again receiving attention. During and immediately after the war, there was a considerable amount of agitation for setting up Free Ports or foreign trading zones, especially in New York, and the present declining foreign trade has again centered interest upon the subject.

The benefits of a free port to importers are numerous, but in the case of our industry, one or two in particular seem sufficient to clinch the argument in favor of the system.

At present goods may be inspected by the importer either in bonded warehouse or after entry. Bonded warehouse charges are notoriously high, and the formalities surrounding their use make this method of handling shipments by no means as satisfactory as it might be. In addition, when business is done on letter of credit, as is customary in our trades, payment has frequently been made before inspection and tests of the material can be finished.

When the goods are actually entered, the duty must be paid and all the formalities surrounding the passage of goods through the customs must be gone through with. There is no provision for a rebate of the duty if the goods are then rejected or sent back. Further, if all or any part of the material is destined for re-export, it must be handled either through the bonded warehouse or the additional cost of duty must be added.

A Free Port would permit inspection of goods

OUR ADVERTISERS

Sagamor Metal Goods Corp.
New York, N. Y.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,
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GENTLEMEN: We feel at this time a few words of praise would be fitting to your worthy publication. . . . . .

The very good reception received from our advertising convinces us that you are entitled to the rating as the leading journal in our field.

Sincerely yours,
SAGAMOR METAL GOODS CORP.
GEO. GUSSOFF.

before entry without bonded warehouse charges and red tape. It would allow in many cases rejection before payment, and would also allow reexport of all or part of the goods without the costly formalities entailed in the present method.

In addition the Free Port would permit repacking, sorting, cleaning and reconditioning without expensive handling and before payment of duty, an especially desirable thing where goods are to be transshipped to branches or direct to large customers.

The attraction of trade to the Free Port, the increase in business for ocean carriers, the stimulation of foreign trade are all incidental to our particular line of business, but should be numbered as additional advantages which will help all industry and commerce. We feel that the industry should get behind the Free Port movement and lend what aid it can to those who are trying to convince Congress of the desirability of taking prompt action.

For Better Advertising

THIS industry should welcome the movement inaugurated by the Association of National Advertisers and the American Association of Advertising Agencies in conjunction with publishers of newspapers and magazines to clean up the advertising claims made for all products. If not moved by ethical considerations, cosmetics manufacturers should heartily approve the work of these bodies from the standpoint of self preservation. Cosmetics have always been under fire, more or less, and recently attacks have been chiefly centered on their advertising. If the industry is to escape censorship or something worse, there should be an unusually careful scrutiny of copy and claims to the end that these cause no offense.

This is the work on which a joint committee of advertisers and agents has started its drive for better publicity methods. A code has been drawn up classifying certain practices as tending to discredit advertising. Among the things mentioned in this code which are of particular interest to makers of toilet preparations are *false statements or misleading exaggerations, statements or suggestions offensive to public decency, pseudo-scientific advertising including claims insufficiently supported by accepted authority or distorting the true meaning of a statement made by a scientific authority, and testimonials which do not reflect the real choice of a competent witness.*

In spite of the fact that cosmetic advertising has been notably clean, we fear that on all of these points, the industry has offended at times. Recently, however, there has been a marked tendency toward the abatement of extravagant claims and the correction of other abuses. We hope that this has proceeded from a desire for betterment on the part of the industry itself and not from the recent activities of the Federal Trade Commission and the Food and Drug Administration.

An evil of possibly greater importance and one which has not been overcome so well by makers of toilet preparations is the tendency to claim ABSOLUTE VIRTUE for the ONE advertised product and *by implication* TO CONDEMN ALL OTHER PRODUCTS of the class. Publications have generally frowned on such advertising and many will not accept it, but on the radio it is heard with growing frequency. Practically all of the important houses, however, have carefully refrained from anything derogatory to the industry's products.

This kind of advertising is not only VICIOUSLY UNFAIR to COMPETITORS, but is ABSOLUTELY DESTRUCTIVE TO THE ENTIRE INDUSTRY, including the products advertised by this misguided method. Nothing will more certainly turn the public against all cosmetics than an implication by one manufacturer that only his products are safe, pure and healthful and all others unsafe, contaminated or dangerous. *Unless this sort of advertising is stopped at once, we may be reasonably certain of* FEDERAL CENSORSHIP, *and it is probable that we shall have* FEDERAL AND STATE REGULATION *as well with all the bureaucratic evils which they imply.*

"What would I think if my competitor said it?" might be a fair test for each manufacturer to apply to his own advertisements. If that test were applied sincerely to many advertisements, especially radio announcements, not only would the dangers of governmental action be averted, but the influence and pulling power of the industry's advertising would be measureably enhanced, and manufacturers, large and small, would profit.

Retail Trade Statistics

IT is indeed a pleasure to be able this month to present the first authentic statistics of retail trade in toilet preparations ever compiled in this country. Although admittedly incomplete and partially estimated, the figures do give an idea of retail sales in the several states never before available. We congratulate the Census Bureau on this commendable enterprise.

Triethanolamine Emulsions

Their Properties and Methods for Their Manufacture Described by Maison G. de Navarre, B. Sc.

A VERY interesting recent development in the study of emulsions is the introduction of triethanolamine. At first suspected of being a fad, research proved that it possessed the quality of materially lowering surface tensions. The lowering of surface tension had long been suspected as the cause of emulsification, and good emulsions had been made for years with soap as an emulsifier. Being an organic base, triethanolamine is capable of forming salts with free fatty acids which then emulsify the other ingredients in water.

Various substances have been used to produce emulsions. The employment of gums and mucilages for this purpose was familiar for many years before the development of emulsion technology. Many curious misconceptions had grown up about the process of manufacturing emulsions with the result that numerous fundamental errors and many useless methods of procedure had been employed. At times additional quantities of gums and mucilages had been added to render the mixture more viscous thereby preventing agglomeration. These products could not be made into a thin liquid and had to be packed in wide-mouthed bottles (see figure 3 No. 2). Fortunately a number of these erroneous beliefs have been discarded and in their place has arisen a science having at its command a thorough knowledge of physics and chemistry and a rich experience with colloids and their properties.

Theory

When two non-miscible liquids, such as oil and water, are mechanically agitated so as to form a dispersion of the one in the other in the form of minute droplets, the product is called an emulsion. In the process of accomplishing the intimate dispersion of one ingredient in the other, a certain amount of work is performed.[1] The work is considerable in some systems and accounts for the unstable nature of an emulsion of two pure liquids, such as mineral oil and water. The more energy needed in the dispersion of one liquid in the other, the more unstable will be the resulting mixture.

The work necessary to disperse one liquid in another can be lessened by lowering the surface tension of the system. This at the same time reduces the tendency to coalesce and thereby stabilizes the resultant dispersion.

Hillyer[2] proved the great importance of surface tension in his experiments with small amounts of soap as emulsifiers. These produced more or less stable emulsions, but had relatively little effect on the viscosity of the system. The value of triethanolamine soaps as emulsifiers lies in the fact that they are formed readily and lower the surface tension of the system to a greater degree than do many other agents which have been used.

Solutions of triethanolamine soaps in water have a pH of about 8, which has been proven to be the best for making stable emulsions.

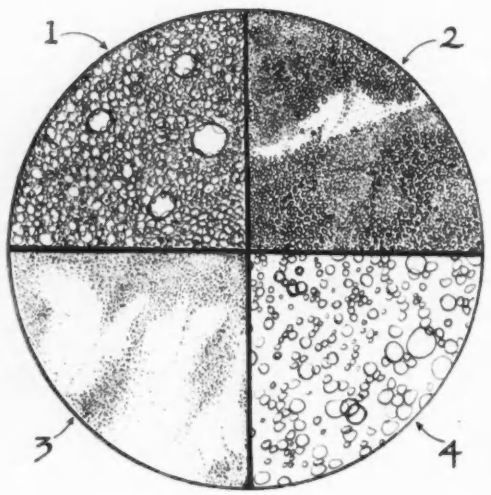

Fig. 1

No. 1 is an emulsion of lanolin with triethanolamine oleate, note large and irregular size of particles. This emulsion was cooled to 10°C. No. 2 is a cottonseed oil emulsion with triethanolamine oleate. Note uniform size and minuteness of droplets. No. 3 is the same emulsion as No. 1, but not cooled and made with triethanolamine stearate. This emulsion did not change in size of particles after chilling. Note difference with proper emulsifying agent. No. 4 is milk magnified about 525 times (as are all the other emulsions drawings). Note how much finer almost all the others are than the milk.

Triethanolamine

Triethanolamine $(C_2H_4OH)_3N$ is a synthetic chemical compound of various commercial applications which is now being produced in large quantities. When pure, it is practically water-white in color, but commercial samples are usually of a pale straw color. It is a viscous and hygroscopic liquid with a mild characteristic odor. Its physical properties[3] are: specific gravity 1.12, freezing point 0°C, boiling point at 150 mm is 277°C. Its water solutions are mildly alkaline with a pH of 10 to 11, and are said to be of value in treating certain abnormal skin conditions.[4] The theoretical molecular weight of tri-

ethanolamine is 149. Commercial samples, however, contain small quantities of monoethanolamine and diethanolamine which bring the range of molecular weight of these samples to between 130 and 135.[5] The soaps of triethanolamine and their physical and chemical properties have been previously discussed.[5]

Analysis

To overcome any difficulties arising from variations in manufacture or dilution on standing, triethanolamine should be analyzed for total alkalinity. This is most important where accurate formulation is desired. Comparatively simple methods of analysis are available in the literature.

Ingredients

Triethanolamine will emulsify practically anything of an immiscible nature, but it is not a universal emulsifier. The ingredients which will produce a satisfactory emulsion through the use of this product are: (1) the oily substance; (2) a fatty acid; (3) water; and (4) triethanolamine. In each case triethanolamine forms a salt with the fatty acid which then emulsifies the other ingredients in water. Any fatty acid of a comparatively high molecular weight of the aliphatic series can be used. The longer the chain of carbon atoms in the acid, the better the result.

Oleic acid is well adapted for liquid emulsions or those made with oil, whereas stearic acid is better for the heavier emulsions of waxes or solid fats. For the production of stable emulsions, the water must be entirely free of electrolytes. A high content of solids or excessive chlorine must not be permitted. For example, a trace of calcium as in certain limestone districts will crack an emulsion like that shown in figure 2.

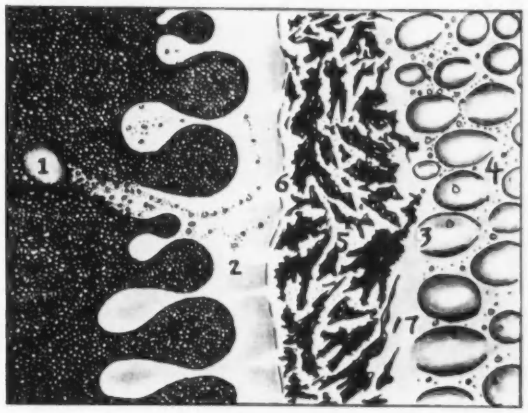

Fig. II

No. 1 is a drop of water with minute concentration of calcium salts, rapidly forging through the emulsion as the emulsion rapidly changes phase. No. 2 is a film of more or less neutral area. At the interface of this film (at 6) the change in phase really takes place. No. 3 is an enclosed air bubble in the reversed emulsion. No. 4 is the emulsion of water in oil proper after reversal. No. 5 is the stage at which the oleate of triethanolamine has just changed into calcium oleate. This area rapidly changes into 4. No. 6 is the neutral line. Breaks can be seen where the calcium solution on the right passes into the triethanolamine solution at the left. All the particles on the right are water in oil, all on the left side of this neutral line are oil in water. No. 7 is where number 5 forms a new emulsion. The area is made more definite on this drawing for the sake of clarity. The whole process from right to left takes about 5 seconds. This drawing is at a magnification of about 150 diameters.

Procedure

Several methods of procedure are outlined by manufacturers for making emulsions with the use of triethanolamine. As a general method of which the others are adaptations, the following seems most satisfactory.

Two solutions are made, the oil solution and the water solution. The water solution contains the water soluble material and the triethanolamine. The oil solution contains the fatty acid in liquid form. If the fat is liquid at normal temperature, no heat need be employed. If waxes or high melting point fats are used, they must be melted. The mixture of oils is then added to the hot water solution and vigorously stirred at first to obtain even distribution, then intermittently agitated until cool. Considerable care must be used in mixing the emulsification to prevent the production of air bubbles or foam. Triethanolamine soaps foam very readily, and unless much care is exercised during manufacture, the resulting emulsions will contain a large amount of air bubbles, which weeks of standing will not always eliminate. Careful stirring to prevent foaming is accordingly necessary.

Good emulsions can be made in the ordinary types of equipment, but still better results are secured by the use of a colloid mill. Emulsions made in such a mill are essentially the same as those produced in a

Fig. III

Left to right: No. 1 improper dilution of wax emulsion after three weeks' standing. No. 2 mineral oil in agar emulsion upon dilution with 15% water. No. 3 Gelatin emulsion after 8 months' standing, note smallness of emulsified area. No. 4 triethanolamine emulsion after 6 weeks' standing. Note air bubbles, resulted from too rapid stirring and emulsion takes too long to turn fluid. No. 5 a high priced commercial emulsion diluted with 15% water. No. 6 triethanolamine oleate and cottonseed oil after 8 weeks at a temperature of 40°C. Can be diluted to any concentration desired and no separating.

Fig. IV

Left to right: No. 1 mineral oil in agar. Note separation, after dilution. No. 2 transparent emulsion of amylacetate in glycerol and water. No. 3 triethanolamine oleate and cottonseed oil diluted three times original volume and note absence of separation. No. 4 gelatin emulsion, note separation.

TABLE I

Oil	Parts	Oleic Acid	Amine	Water	Stearic Acid	Method	Type
Cottonseed	88	10	2	80	....	I	Liq.
Olive	88	10	2	80	....	I	Liq.
Mineral oil	88	8	3.7	qs	....	III	Liq.
Lanolin	80	....	5	200	15	II	Liq.
Beeswax	88	....	3	300	9	II	Semi
Paraffine wax	88	....	3	300	9	II	Semi

vacuum, the air being excluded from the mixing chamber. The particles are uniformly small, and the whole system is very stable as a result. The use of a colloid mill will also reduce the amount of emulsifying agent required, since the mill reduces the dispersed particles to almost colloidal size.

When an emulsion can be made either cold or hot, the former method gives better results, and the finished emulsion is likely to be more stable.

The speed of agitation varies with the product and also with the method of manufacture. As a general rule, preliminary experiments must determine the speed to be used, remembering sufficient speed is necessary to get proper dispersion and that excessive speed will produce air bubbles and foam.

Storing of emulsions in bulk is simplified if it is remembered that a thick cream is more stable than a thin mixture. This thick cream emulsion can be diluted by careful addition of water with stirring, but wax emulsion and even creams sometimes separate upon dilution (Fig. 4, No. 1). Excessive dilution will throw an emulsion out of balance, and in any event great care in dilution must be exercised.

Formulation

In evolving a formula, the first consideration is the ratio of oil to water. Thin emulsions are high in water content, and this is likely to lead to instability. On the contrary, emulsions of a higher oil content will be of a creamier consistency and are likely to be more stable. A high content of wax will make a nearly solid emulsion, and some types of these are suitable for cold cream. The wax content should rarely exceed 25%, and lower quantities will make better emulsions. A high content of lanolin should not be employed and a lanolin emulsion should be made by the use of stearic acid since oleic acid will produce an unstable result. (Fig. 1.)

In terms of triethanolamine soap, 6 to 10 parts of triethanolamine soap are usually enough to emulsify 100 parts of oil. Figuring the ratio of triethanolamine to acid, usually 2 to 5 times as much acid as triethanolamine should be used. In other words, two to four parts of triethanolamine will emulsify 100 parts of oil. Table 1 gives ratios of oil, triethanolamine, acid and water in typical emulsions.

Advantages

An article resembling milk or cream usually impresses one with a certain soothing, healing or nourishing feeling, and in the manufacture of emulsions this psychological fact should be kept in mind. Lanolin emulsions generally possess this advantage. They are also good emollients, excellent for chapped skin and all around use. Emulsions of wax with liquid and solid petrolatum may be used for various types of skin creams. Stearic acid emulsions with a lanolin content of about 5% are suitable for foundation creams or powder bases. These products also are extremely pearly, and this property increases upon standing. Liquid emulsions of mineral oil are good skin cleansers for sensitive skins. Cottonseed oil emulsions are used in the same way, and are probably even better. Products of the cold cream type made of triethanolamine are water soluble so that the cream may be washed off with warm water. This is an excellent selling point for that portion of the public which prefers soap and water. Brushless shaving creams and shampoos may also be made with the use of triethanolamine. In the case of shampoos, the coconut oil is first hydrolyzed and the resulting fatty acids are saponified.

Because of the quality of triethanolamine soaps of lowering the surface tension, products containing them will penetrate to a greater degree than the corresponding emulsions made with gum or mucilage. They also possess a mild alkaline reaction which makes them desirable.

Suggestions

The use of oxidizable fats in emulsions entails the use of some preservative. There are a number of suitable preservatives on the market which may be employed. In general they should be dissolved in the fat before the emulsion is made. Perfumes must be chosen with great care since many aromatic agents crack emulsion systems. Easily saponified aromatic products should be omitted. No product should be used which will introduce electrolytes into the system. There are several treatises on the manufacture, isolation and use of triethanolamine.[3,4,5] Portions of some of these have been repeated because of their importance in this particular article. Additional statements as demonstrated by experiments have been added. It is the author's belief that triethanolamine has simplified emulsion technique and has added many valuable properties to emulsions. He recommends it for any emulsions for external use[6], which are the ones in which the cosmetic chemist is really interested.

[1] Hilderbrand. "Theory of Emulsification." McGraw-Hill, New York.
[2] J. A. C. S. 25, 513, 1903.
[3] Wilson, Ind. & Eng. Chem. 22, 143, 130.
[4] Maynard, Arch. Dermat. & Syph. 25, 1041, 1932.
[5] Lauffer, This journal, April, 1930, pp. 127, and May, 1930, pp. 217.
[6] May be of value internally, but as yet, toxic qualities not proven.

Reader from the Start

Harold F. Davidson

I have always looked forward to receiving every copy of your valuable publication. I have read your magazine since 1906 and would not want to be without it.

Oil of Neroli Bigarade

Continuation of a Survey Made by
Dr. Ernest S. Guenther, Chief Research Chemist,
Fritzsche Brothers, Inc., New York

AS explained previously, orange blossoms are usually distilled in such a manner as to obtain from 1 kilo of blossoms. . . . 1 kilo (= 1 liter) of water distillate (orange flower water) and 1 gram of oil of neroli. The orange flower water because of its fragrance is widely employed, particularly in Southern European countries, as a highly esteemed flavoring ingredient. Like rose water it finds application in the household for making cakes and beverages; it is also used in pharmacy as a remedy for insomnia.

The strength of orange flower water should conform to the ratio given above, but, unfortunately, it is often offered in a more dilute form in accordance with the price the buyer is willing to pay. Another form of adulteration is carried out by adding to the dilute orange flower water such compounds, synthetically made, as occur naturally in the water, for instance, methyl anthranilate, phenyl ethyl alcohol, indol, etc. No reliable analysis existing, the olfactory test and comparison with a genuine standard sample still is the best method of examination. A few references are to be found in Gildemeister & Hoffman, 3rd edition, 3rd volume, page 124. According to this information, extraction with ether should give 0.025% to 0.035% yield; acid content should be 0.05% if calculated as acetic acid and if phenolphthalein is used as indicator. The water should contain 0.02% to 0.05% methyl anthranilate.[1]

Orange flower water should be handled and kept very carefully in absolutely clean glass or tinned copper containers and stored, if possible, in cool cellars. Utmost cleanliness is essential, otherwise the water is apt to deterioriate due to contamination with certain bacteria causing a green color.[2] This danger of deterioration is one of the main reasons why farmers very often are not in a position to store and handle orange flower water not having the necessary facilities for clean storage.

Before the war, orange flower water was shipped, as such, all over Europe and also overseas. Since then increased freight rates and customs barriers have made this practice difficult, and therefore a method has been devised which allows for the isolation of the odoriferous principals from the water. The so-called "absolute of orange flower water" represents the natural flavor of the orange flower water in its highest possible concentration. It is manufactured by extracting orange flower water with rectified petroleum ether several times, distilling off the solvent, and carefully purifying the concentrate. The concrete thus obtained is then transformed into alcohol-soluble absolute. The absolute of orange flower water is a yellowish-brown liquid of powerful odor: 3,000 to 3,500 kilos of water are required to produce one kilo of absolute from orange flower water. In 1932 3,150 kilos of water were needed for 1 kilo of absolute. These figures approximately correspond with the explanation given previously, that 1,000 kilos of neroli flowers upon distillation yield 1 kilo of oil of neroli and 1,000 kilos of orange flower water in which one-third (ca. 330 grams) of the odoriferous principals of the orange blossoms remain in solution.

To manufacture absolute of orange flower water, the flower water should be extracted as soon as possible after the distillation of the blossoms because the yield of absolute from water diminishes considerably upon aging. The component parts of the oil from orange flower water are similar to the composition of neroli bigarade oil with the difference that it contains, in greater ratio, those compounds which are more soluble in water, for instance, phenyl ethyl alcohol and methyl anthranilate which has been found to occur up to 16% in the water oil. Most of the work on orange flower water oil has been carried out by Hesse & Zeitschel, and is described in a series of interesting publications.[3]

The absolute from orange flower water produced under the author's supervision, 1932, shows the following properties:

(In order to purify and clarify the absolute 100 grams of absolute were submitted to steam distillation and the separating oil united to the ether extract from the distillation water. 90 grams of oil were obtained and analyzed.)

Specific gravity 15° C.:	0.921
Optical rotation α_D:	+1° 10'
Refractive index n_{D20}:	1.4814
Acid value:	3.3
Saponification value:	36.9
Saponification value after acetylation:	212.8
Solubility:	Soluble in 2.5 and more volumes of 60% alcohol.

The greatest advantage of this absolute from orange flower water lies in the fact that it represents the natural perfume and flavor of the water, in pure and highly concentrated form. Instead of 3,000 to 3,500 kilos of orange flower water, only 1 kilo of absolute has to be shipped thus saving much money on freight and packing. By adding this absolute to the above indicated quantity of distilled water a product not quite identical, but similar to the original orange flower water is obtained.

Orange Flower Oil by Extraction

Our explanation so far has shown that in order to obtain the complete natural perfume of the orange blossoms by the method of distillation it would be necessary to add to the neroli bigarade oil, the oil dissolved in the distillation water, i.e., the so-called ab-

solute from orange flower water. However, such practice would still not result in an oil identical with the fragrant natural flower oil which is present in the living blossoms. Some of the constituents of the natural perfume are altered by the rather forceful method of distillation. Esters are saponified, polymerization takes place, etc. The highest boiling compounds are not distilled over at all and are, therefore, not present in the distilled neroli bigarade oil.

To avoid these disadvantages and to obtain the flower oil in its most true-to-nature form, the much more gentle process of extracting with volatile solvents is applied. For this purpose orange flowers are immersed, in a system of closed extractors, into carefully rectified petroleum ether which dissolves the volatile constituents of the flowers as well as the waxes and the resinous and albuminous matter. After several systematic washings the solvent is drawn off from the exhausted flower material and concentrated *in vacuo*. The remaining concrete mass, the so-called "concrete of orange flowers" contains much inert and alcohol-insoluble, waxy and albuminous matter and is usually transformed into its alcohol-soluble form by extracting the concrete several times with high proof alcohol, freezing and filtering off the insoluble matter. The alcoholic washings are then very carefully concentrated at low temperature *in vacuo* and yield a liquid alcohol-soluble mass, the so-called "absolute of orange flowers." Much research work has been carried out on this product by a number of workers.[4]

This "absolute" represents the natural flower oil of the orange blossoms in its truest form; it recalls much more vividly than oil of neroli bigarade the delicate and fragrant perfume of the living flowers. An indispensable raw material for very high grade perfume, it imparts to compositions not only a characteristic narcotic note, but also a high fixation value. In somewhat varying proportions, 1 kilo of concrete was obtained from 400 to 530 kilos of orange blossoms. The concrete yields 48% to 58%, on an average 53%, of alcohol-soluble absolute. While the absolute is used as such to great advantage in perfumery, it does not yet represent the essential oil of the bitter orange blossoms in its purest form because even the absolute contains much alcohol-soluble wax and only up to 45% of volatile essential oil. To obtain this volatile oil it is necessary to subject the absolute to steam distillation preferably *in vacuo* in order to prevent decomposition. The resulting oil, mixed with the oil obtained by ether extraction of the distillation water resulting from the same process, has, according to our experiments, the following properties:

Specific gravity at 25° C.	0.906
Optical rotation, α_D	−3° 36′
Refractive index: $n_{D20°}$	1.4819
Acid value:	1.4
Saponification value:	95.2
Saponification value after acetylation:	200.7
Solubility: Soluble in 2.5 vols. and more of 60% alcohol.	

These figures conform to the constants as described by Hesse & Zeitschel.[5] However, the oil thus obtained is of no practical value because it would be too expensive and besides, it has not the fixation value of the absolute. For these reasons it is not to be found on the market. But by submitting the absolute to steam distillation and by determining the constants of the volatile oil thus obtained, valuable information as to the purity of the absolute can be secured. Walbaum & Rosenthal[6] have worked out a method of analyzing flower concretes and flower absolutes according to this principle.

Cold and Hot Enfleurage

Hesse & Zeitschel[7], who undertook the most thorough and systematic investigation of orange blossom oil as obtained by the various methods of manufacture, came to the conclusion that hot enfleurage (maceration) yields only one-third of oil and cold enfleurage only one-fifteenth of oil, as compared with the yield of oil obtained by steam distillation of bitter orange flowers. Hesse & Zeitschel explained this fact by the theory

that the orange flowers contain their volatile oil already formed in the cells and do not develop additional oil during the process of enfleurage, i.e., during the period in which the flowers are left in contact with the fat. In this respect orange flowers differ from jasmin flowers which, according to the investigations of the same authors, develop most of their essential oil while they are on the chassis. The findings of Hesse & Zeitschel coincide with practical experience insofar as cold enfleurage of orange blossoms is never carried out and maceration (enfleurage in hot fat) is still resorted to in Southern France, although less frequently. For the sake of completeness we give a short description of the process of maceration:

During the Winter months the "corps" is carefully prepared from a mixture of one part of edible tallow and two parts of the best lard. The preparation is a lengthy process requiring great skill and much labor. Many washings are carried out and finally the corps is protected against rancidity by a small addition of benzoin. During the orange blossom harvest a batch of usually 300 kilos of corps is macerated with 1,500 kilos of orange flowers in such a way as to heat the 300 kilos of fat with 60 kilos of blossoms at one time until altogether 1,500 kilos of flowers have been extracted by the hot fat. Each operation lasts two hours, when the exhausted blossoms are separated from the heated liquid fat, to be replaced by a new 60 kilos charge of fresh blossoms. At the end of the process only 275 kilos remain from the original 300 kilos of fat, the shrinkage being due to losses. The resulting "Pomade de fleur d'Oranger" is a white mass of delicate orange blossom odor. It can be used for high grade perfume work by submitting the pomade to systematic washings with strong alcohol in a battery of stirring apparatus, so-called *batteuses*. The resulting "Extrait de fleur d'Oranger," after freezing out and filtering, is an alcoholic extract of delicate odor which has found much application in fine French perfumes, particularly in the old days before the method of extraction with volatile solvents was introduced. It is possible to go one step further in this process and concentrate the *Extrait in vacuo*. An "absolute of orange flower maceration" (Ca. 3.5 kilos) is finally arrived at which is a semi-solid, dark mass of heavy odor, with an adhering by-note somewhat like fat and also benzoin which originally is added for the protection of the pomade against rancidity and which is dissolved during the process of washing with alcohol.

This absolute of orange flower maceration contains a relatively small amount (Ca. 8-12%) of volatile oil which can be isolated by steam distillation of the absolute. By doing so an oil with the following properties[8] is obtained:

Specific gravity $d_{15°}$:	0.8918
Optical rotation α_D:	-7° 20'
Refractive index $n_{D20°}$:	1.4718
Acid value:	30.2
Saponification value:	63.2
Saponification value after acetylation:	198

Solubility: Soluble in 2-2½ vol. 70% alcohol, cloudy with more. Soluble in 1-2.5 vol. 80% alcohol, turbid with more.

The absolute of maceration is not much used in perfumery since it has been replaced by the "absolute of extraction" (with volatile solvents) which has a much cleaner odor and a perfume more true to nature.

Before we conclude our study of orange flower oil obtained by distillation and extraction, a consideration of the yield resulting from the various methods may be of interest. From our description we have seen that 1,000 kilos of orange flowers upon distillation yield 1 kilo of neroli oil and about 300 to 330 grams of orange flower water oil or combined about 1,300 to 1,330 grams of ethereal orange blossom oil.

One thousand kilos of orange blossoms upon extraction with volatile solvents yield from 1,000 to 1,300 grams of absolute, and upon steam distillation of the absolute, from 450 to 580 grams of ethereal orange blossom oil. These figures show that distillation of the orange flower material yields more than twice as much ethereal oil as extraction with volatile solvents.

Hesse & Zeitschel[9] came to somewhat similar conclusions. It would be interesting to find an explanation for this fact. A similar phenomenon can be found in the case of ylang ylang flowers which upon distillation also yield more oil than upon extraction with solvents. On this occasion it is also interesting to note that steam-distilled oil of neroli and the oil as obtained by cold enfleurage usually show dextrorotation whereas the ethereal oil of orange blossoms obtained by the process of extraction and by the process of maceration shows levo-rotation.[10]

The matter of different yield of volatile oil as obtained by distillation and extraction is of little practical importance because the ethereal oil as steam distilled from the absolute is never employed as such and the absolute itself, most true to nature in its delicious fragrance and outstanding because of high fixation value, gives about the same yield as distilled oil of neroli.

Algerian Oil of Neroli Bigarade

A well known house in Grasse has done considerable work increasing the cultivation of the neroli bigarade tree and the distillation of the flowers in Algeria. The plantations are centered around Boufarik in the Mitidja plain. The climate of Algeria is most favorable to the cultivation of the orange tree particularly because of the fact that the temperature never falls below freezing point and, therefore, the blossoms are not exposed to the destroying frost which has done so much damage to the flower plantations in Southern France.

The constants of the Algerian neroli bigarade oil resemble those of the oils from Southern France with the exception perhaps of the optical rotation and refractive index which are often somewhat higher.[11]

According to information gathered by the writer from the Algerian government, the following quantities of neroli oil have been exported from Algeria during the last few years:

1928	663 kilos
1929	301 kilos
1930	299 kilos
1931	446 kilos

No authentic information could be obtained as to the quantity of oil actually produced. It seems to the writer that the neroli bigarade oil production in Africa should have a good future on account of the ideal climatic conditions prevailing.

Italian Oil of Neroli Bigarade

The principal districts in which the neroli bigarade tree is cultivated in Italy are: Liguria, Caserla, Reggio (Calabria), Messina, Catania and Syracuse.

The total production of flowers per year is approximately 400,000 kilos which yields about 400 kilos of oil of neroli if we figure a yield of one gram of oil for every one kilo of flowers. Italian oil of neroli is almost entirely produced in regular steam distillation plants and not by farmers. The steam stills used for the purpose are mostly of modern design and have been modeled after the stills used in Southern France. Lately a few manufacturers in Sicily have also installed batteries for extraction with volatile solvents, which were constructed in Grasse. The method of distillation carried out in Italy is practically the same as that used in Southern France. The larger manufacturers usually have engagements with houses in Grasse to deliver to them their output of oil, and through these arrangements the Italian oil of neroli has become of particular interest and help to the manufacturers in Grasse during a scarcity of orange blossoms in Southern France such as was caused, for instance, by the frost occurring on the French Riviera in 1928-1929.

As a rule the reliable Italian distillers see to it that the flowers are collected exclusively from the bitter orange trees only and not from the sweet orange trees. Care has also been taken that only the pure flower material is distilled without any admixture of small leaflets and twigs. Of course, these comments refer to conscientious manufacturers who really intend to deliver pure oil of neroli bigarade. There is no doubt but that much of the so-called Italian oil of neroli bigarade found in the market contains admixtures of oil of neroli with synthetics or with oil of petitgrain. For the purpose of adulteration oil of neroli is sometimes distilled with oil of petitgrain or some synthetic neroli compounds.

The price of the bitter orange blossoms stands in a certain relationship to the price of the flowers as paid in Southern France. Five lire per kilo of flowers is about the highest price attained so far. In 1931 2 lire per kilo was paid and in 1932 only 1 lira. As mentioned above, 1 kilo of flowers, as in Southern France, gives 1 gram of oil and 1 liter of orange flower water. The orange flower water in Italy is not quite as highly regarded as in France, but it still finds application in confectionery and perfumery. Some of the water is exported to France.

The flower season begins about the middle of April and terminates in May. Blossoms are picked every morning and are submitted to distillation as quickly as possible. In certain years of good weather there is another, but limited, crop in the fall and, therefore, in this respect Italy's production resembles the French neroli industry.

Strictly pure Italian oil of neroli bigarade in its chemical and physical properties resembles the French oil, the specific gravity as a rule being slightly higher. Too high specific gravity and high ester content usually indicate the presence of oil of petitgrain whereas high rotation indicates the presence of oil of sweet orange blossoms (oil of neroli Portugal).

Spanish Oil of Neroli Bigarade

The center of bitter orange cultivation is still around Seville in Andalusia which during centuries past was the seat of the Moorish Caliphs who originally introduced the tree from Asia. At the present time there are two main producers of oil of neroli bigarade located in Seville. Total production of oil of neroli bigarade Spanish was about 125 kilos during 1929; 75 kilos during 1930, and 160 kilos during 1931. This refers to the distillation in the region of Seville. During 1928-1930 a French concern took up distillation in Pizarra (Malaga). This, however, has since been discontinued. As a normal production in Seville, we can assume

approximately 100 kilos of oil which quantity has been produced regularly for years.

The harvest of the blossoms takes place usually from April 20 until May 5.

Distillation is carried out in a manner similar to that of the French distillation. Five hundred kilos of freshly picked flowers are put into a still, 600 liters of water added and the mass is brought to boiling with direct steam. As a rule one liter (= 1 kilo) of water is drawn per kilo of flowers charged. The total of oil of neroli bigarade is already distilled over after about two hours, but distillation is continued until the total quantity of water corresponding with the weight of flowers is collected, which altogether takes from six to eight hours. 122-140 arrobas of flowers (1 arroba is equal to 11½ kilos) are required per kilo of oil of neroli. A price of 5 to 6 pesetas is usually paid per arroba of neroli blossoms.

For collecting the flowers a sheet of cotton cloth is spread under the tree, and the branches are then shaken, which causes a part of the flowers to drop. The healthy flowers usually remain on the tree and later produce the fruit. Only flowers of inferior quality fall to the ground and are collected. Thus, the collecting of the raw material in Spain is entirely different from the harvesting as carried out in Southern France. Whereas in Southern France all the newly opened flowers are picked by hand every morning, in Spain only the inferior flowers are collected by shaking the tree. This feature is the one which marks the Spanish oil of neroli bigarade as different in quality from the French oil.

The greatest portion of the total output of oil of neroli bigarade near Seville has been produced by one distiller who enjoys a nation-wide reputation for the retail sale of orange flower water, and since good profits are realized on the sale of the water, the oil of neroli bigarade, resulting more or less as a by-product, can be sold at reasonable prices and without doubt would be marketed even lower if there were more serious competition in the production of oil of neroli around Seville.

The chemical and physical properties of Spanish oil of neroli bigarade are similar to those of the French oil with the exception, perhaps, of the specific gravity which sometimes is higher.

Too high optical rotation can often be attributed to an admixture of oil of neroli Portugal as obtained from the distillation of the sweet orange flowers. This oil is produced in a quantity of 50 to 60 kilos per year almost exclusively in Spain, particularly in the regions around Valencia. The oil is obtained by the same method as employed for the distillation of oil of neroli bigarade. It might be mentioned that in 1932 no oil of neroli Portugal was produced in Spain. A Spanish oil of neroli Portugal of unquestioned purity, distilled in 1930, showed the following properties:

Specific gravity at 15° C.:	0.855
Optical rotation α_D:	+4.8° 20′
Ester content:	2.9%

Solubility: Not soluble in 80% alcohol. Turbid in 4 vols. of 90% alcohol and more; separation of paraffin upon standing.

[1] A. Kling & D. Florentin. Ann. des Falsifications 18 (1925), 22; *Journ. de Pharm. et Chim.* VII. 4 (1926), 265.
[2] R. Guyot, *Journ. de Pharm. et Chim.* VII. 13 (1916), 37; 15 (1917), 12.
[3] *Journ. f. Prakt. Chem.* II. 64 (1901), 250, 285; 66 (1902), 506.
[4] Hesse und Zeitschel, *Journ. f. Prakt. Chem.* II. 64 (1901), 250; 66 (1902), 513.—Bericht von Schimmel & Co., Oktober 1903, 54.—Report of Roure-Bertrand Fils, April 1910, 48. G. Lalouc, *Bull. Soc. chim.* IV. 7 (1910), 1101.
[5] Hesse und Zeitschel, *Journ. f. Prakt. Chem.* II. 64 (1901), 250; 66 (1902), 513.
[6] Walbaum & Rosenthal, Jubiläums—Bericht der Schimmel & Co., A.-G., 1929, 194.
[7] Hesse und Zeitschel, *Journ. f. Prakt. Chem.* II. 64 (1901), 245.
[8] Hesse und Zeitschel, *Journ. f. Prakt. Chem.* II. 64 (1901), 250.
[9] Hesse und Zeitschel, *Journ. f. Prakt. Chem.* II. 64 (1901), 245.
[10] Report of Roure-Bertrand Fils, April, 1910, 48.
[11] *Les Parfums de France*, May, 1931, 155.

Summary of Proposed Legislation

FOLLOWING is a summary of legislation proposed thus far in the various states which would have an effect upon manufacturers of toilet preparations. The information contained here is necessarily brief, but details regarding bills pending in any state may be secured through the A.M.T.A. and other local and national cosmetic organizations.

Federal—H 381 proposes a sales tax of 1 per cent; referred to Ways and Means Committee; H 13993 provides for licensing of manufacturers who ship in interstate commerce, to Ways and Means Committee.

Arizona—H 34 and S 69 are 2 per cent sales tax bills.

Colorado—H 404 and H 749 propose taxes on cosmetics, both to Ways and Means Committee.

Georgia—H 36 a 2 per cent tax on gross receipts on tangible property.

Idaho—H 46, a 2 per cent sales tax, withdrawn.

Illinois—H 24, authorizing county boards to levy sales taxes, passed and signed by governor, constitutionality in doubt; H 116, a 1 per cent sales tax on retail sales; H 141 and H 156, 2 per cent sales tax bills.

Indiana—H 162, a sales tax of 1 per cent on wholesale and 2 per cent on retail sales.

Kansas—A 2 per cent sales tax bill.

Michigan—Sellers tax of 1 per cent to 2 per cent.

Missouri—H 98, a labeling bill relating to coal tar products would compel labeling as harmful and give antidotes.

Nebraska—H 81 and S 71 provide gross receipts taxes from ⅛ per cent to 2½ per cent.

New Hampshire—H 13 placing cosmetics under Food and Drug Act, killed in committee.

New Mexico—S 23 provides only drug stores may sell proprietary and other remedies (including some cosmetics) without a permit.

Ohio—H 14, 2 per cent sales tax for years 1933 and 1934.

Oklahoma—H 4 levies tax on cosmetics for old age relief; H 229, 10 per cent stamp tax on cosmetics.

Oregon—H 35, 10 per cent tax on cosmetics.

Pennsylvania—S 36 would repeal sales tax.

South Carolina—H 104 provides a 2 per cent sales tax.

Texas—H 146, sales tax of 3 per cent; H 214, sales tax of 2 per cent.

Washington—H 16 0.2 per cent sales tax and 0.05 per-cent on jobbers; H 91, a 10 per cent tax on cosmetics.

Wisconsin—20-A, a turnover tax on sales.

Coming Conventions

Packaging Exposition, Pennsylvania hotel, New York, March 7 to 10, 1933.

Annual Drug Trade Dinner, Waldorf-Astoria hotel, New York City, March 16, 1933.

International Beauty Shop Owners, Hotel Pennsylvania, New York City, March 20 to 23, 1933.

American Chemical Society, Washington, D. C., week of March 26, 1933.

Mid-West Trade Show, Hotel Sherman, Chicago, April 3 to 5, 1933.

Associated Manufacturers of Toilet Articles, New York City, April 25, 26 and 27, 1933.

American Drug Manufacturers Association, The Homestead, Hot Springs, Va., week of May 8, 1933.

The Proprietary Association, New York City, May 16 and 17, 1933.

Flavoring Extract Manufacturers Association, Hotel Knickerbocker, Chicago, June 19 to 21, 1933.

National Paper Box Manufacturers Association, Congress hotel, Chicago, June, 1933.

Insecticide and Disinfectant Manufacturers' Association, Edgewater Beach hotel, Chicago, June 5 to 7, 1933.

American Cosmeticians Association, August 21 to 24, 1933.

National Hairdressers and Cosmetologists Association, Chicago, September 17 to 21, 1933.

Exposition of Chemical Industries, Grand Central Palace, New York City, December 5 to 10, 1933.

Canners' Convention in Chicago

The National Canners Association held its twenty-sixth annual convention January 23 to 27 at the Hotel Stevens, Chicago. The Canning Machinery & Supply Association and the Food Brokers Association, both of which are closely allied with the canners, held their conventions during the same period.

The convention opened on Sunday night with the "Old Guard" dinner. Eligibility for membership in the Old Guard necessitates the individual being in the industry for at least twenty years. This dinner is held annually and brings together the old members of the industry who have been together for twenty years or more. At each dinner there is presented a diamond pin to those who have been in the industry fifty years or more, and each year a number of men are eligible for that gift.

At the annual dinner this year over 200 sat down to the dinner and listened to talks by several of the outstanding individuals in the canning industry. E. E. Finch, general manager of the Karl Kiefer Machine Co., Cincinnati, presided effectively as toastmaster.

The Canners Association re-elected Marc C. Hutchinson, of Feenville, Mich., president for 1933. The American Can Co. played hosts to the delegates by arranging a theatre party at the Auditorium Theatre with a special presentation of "Show Boat." The Canning Machinery & Supply Association elected the following officers: president, S. K. Taylor, Taylor Instruments Co.; vice-president, H. J. Carr, Anchor Cap & Closure Corp. The term of secretary S. G. Gorsline will not expire until April, and as this is an appointive office, no announcement will be made until Spring.

Du Pont Sues on "Cellophane" Patents

ALLEGING infringement of "Moistureproof Cellophane" patents, the Du Pont Cellophane Co., has filed suit against the Sylvania Industrial Corp., in the United States District Court for the Eastern District of Virginia, at Richmond. The manufacturing plant of the defendant is located at Fredericksburg, Va.

The bill of complaint alleges infringement of patents covering moistureproof material, moistureproof composition, apparatus for coating and method of coating, which include letters patent 1,737,187, 1,826,696, 1,826,697, 1,826,698, and 1,826,699, all of which relate to the manufacture of "Moistureproof Cellophane."

The allegations set forth that the Du Pont Cellophane Co., has expended large sums of money in developing the inventions covered by the patents and in introducing to the public transparent moistureproof wrapping material and that the company is able to supply demand for the product.

It is further alleged that the defendant has been and still is making and selling transparent moistureproof sheets of wrapping material embodying the inventions claimed in the patents. It is also alleged that the Sylvania Industrial Corp., has continued to infringe the patents of the plaintiff, despite the fact that notice of the infringement had been given and it had been requested to cease.

The bill of complaint is signed by L. A. Yerkes, president of the Du Pont Cellophane Co., Inc.; J. Gordon Bohannan, of Petersburg, Va., solicitor for the plaintiff; and William S. Pritchard, C. H. Biesterfeld and Hugh M. Morris, of counsel for the plaintiff.

The Sylvania Industrial Corp. has not issued a formal statement regarding the suit, but an official of that company states that it will "fight the case to the limit."

"Some of the Du Pont claims are so broad and general," he continued, "that they pretend to prevent any competitors from moisture-proofing any transparent wrapping material. This is a monopolistic assumption, and the Sylvania company is prepared to fight it."

The company, which is now enlarging its plant in Fredericksburg, had anticipated the action of the Du Pont company and is fully prepared to contest the preceedings.

The Du Pont Cellophane Co., Inc., has also filed suit in the United States District Court for the Southern District of New York against S. H. Kress, Inc., chain store merchants of New York City and elsewhere, and has also filed suit in the United States District Court for the Eastern District of New York against Waxed Products Co., Inc., wholesalers, of Brooklyn, N. Y., alleging that these concerns had sold as "Cellophane" products not made by the Du Pont Cellophane Co. The complaint states that since the introduction of cellulose film into the United States, the Du Pont Cellophane Co. and its predecessors have had exclusive right to the word "Cellophane" as a trade mark for this product. These suits have been instituted for the purpose of maintaining the exclusive right of the company in its trade mark "Cellophane" and to prevent the use of such trade mark upon similar material manufactured by its competitors.

Meeting of Michigan Association

THE Michigan Toiletries and Extract Association, reference to the organization of which was made on page 598 of our January issue, held its second monthly meeting at the Masonic Temple, Thursday, February 9, following an excellent dinner at which "Roy" L. Clarke, Hazel-Atlas Glass Co., volunteered to foot the expense for the crowd. His benevolence was so sudden and overwhelming that its full significance was not realized until after it was too late. However, it was sworn that such generosity would not go unheeded next time.

The main business of the meeting was the adoption of a constitution and by laws. Meeting was called to order by president pro tem Maison de Navarre, who appointed C. R. Rollings, Seely Mfg. Co., as secretary to serve in the absence from the city of R. M. Stevenson, Givaudan-Delawanna, Inc. Minutes of the previous meeting were read and approved. "Otto" Wegner, of Nelson, Baker & Co., gave a long report on a constitution and a set of by-laws. With slight changes, the whole was approved and adopted to guide the new association.

For vice-president and pinch hitter for de Navarre the election went to "Chuck" R. Rollings, of Seely Mfg. Co. Having served in many capacities the various associations with which he is connected, "Chuck" understands organizations and their many intricate workings. He is a leader, and well chosen for his office. His personality and untiring efforts have made him dear to his fellow members.

Two elections were made to the Executive Committee: A. R. Vicary, of Mark Allen & Co., and "Otto" Wegner. Their records as good fellows along with natural talents will undoubtedly make their work of value to the association. Additional committees are to be elected at the next regular meeting of the association. The unfavorable weather undoubtedly accounted for the small attendance at the meeting. Dr. Lyons, of Parke-Davis & Co., invited the members of the association to hear Dr. Marston T. Bogert, of Columbia University, while lecturing in Detroit under the auspices of the American Chemical Society. Dr. Bogert will talk on "Around the World in Search of Perfumes." Dr. Lyons' invitation came as a letter to the secretary of the association.

Among the new members present were: F. J. Hoxie, Seely Mfg. Co.; E. P. "Irish" O'Rourke, Owens-Illinois Glass Co.; Don M. Dickerson, Jr., Dickerson Co.; H. W. Immerman, president, Bluekamel Mfg. Co.; "Roy" L. Clarke, Hazel-Atlas Glass Co.; A. R. Vicary, Mark W. Allen Co. The next regular meeting will be held at the Masonic Temple, March 9.

Dr. W. D. Bancroft Awarded Nichols Medal

Dr. Wilder D. Bancroft, professor of physical chemistry at Cornell University, has been awarded the William H. Nichols Medal of the New York Section of the American Chemical Society for 1933, according to recent announcement by Dr. Walter S. Landis, chairman of the medal committee. The medal, which was established by the late Dr. William H. Nichols, chairman of the board of the Allied Chemical and Dye Corp., will be presented to Dr. Bancroft on March 10.

Drug Trade Dinner on March 16

PLANS have been virtually completed for the annual New York Drug Trade Dinner to be held at the Waldorf-Astoria hotel, March 16. The dinner committee, headed by Frank J. McDonough, chairman of the Drug, Chemical and Allied Trade Section of the New York Board of Trade, Inc., has worked out a program and has practically completed arrangements for a speaker of national prominence. Invitations have been extended to all trade associations in the drug, chemical and allied fields, and a number of these associations have sent out bulletins on the dinner to their members. The response has been general, and it is expected that delegations will be in attendance from all parts of the country.

Last year's attendance set a high record of 825, but it is hoped that the attendance this year will be even larger, and the goal of the committee has been set at 1,000 which figure may well be reached. As usual an informal reception and "get-together" will be held before the dinner, starting at 6:30 P.M. This has been one of the most enjoyable features of the program in past years. This year the reception committee will function under the direction of B. J. Gogarty, of Rossville Commercial Alcohol Corp. It will consist of a number of men from each branch of industry represented. Announcement of the speakers will be made in the very near future and promises to create a sensation in the trade.

Allied Beauty Conclave in New York

The Allied Beauty Conclave, sponsored by the National Hairdressers and Cosmetologists' Association, the New York State Hairdressers and Cosmetologists' Association and the Coiffure Guild of New York, was held in the Hotel New Yorker, New York City, February 5 to 9. Large attendances were on hand daily to witness demonstrations of the art of the hairdresser and cosmetologist and to hear lectures by authorities in the trade and to view new devices in the elaborate displays of manufacturers.

Opening on Sunday evening, February 5, with a style pageant, the conclave got under way the following morning with a series of lectures and demonstrations. Features included the "post graduate school," held every afternoon; a manicuring contest, and many instructive talks and demonstrations on hair waving, hair dyeing and the application of cosmetics. Among the exhibitors in the toilet preparations field were: Coty, Inc., Eastern Laboratories, Inc., Bes-Tone Laboratories, Ltd., Roux Distributing Co., Samuel Bonat & Brother, Conti Products Co., Marinello Co., Hyman & Hyman, Contouré Laboratories, and Ey-Teb Co., all of New York; and Culver Laboratories, Inc., Philadelphia.

Philadelphia Drug Group Elects Hires

Harrison S. Hires, of Charles E. Hires Co., was elected president of the Philadelphia Drug Exchange at its seventy-second annual meeting, held January 24 in its office in the Bourse building, Philadelphia. The Exchange held its annual dinner two nights later at the Penn Athletic Club. A large delegation from the New York trade attended.

Plans Complete for Packaging Show

PACKAGES of wood, metal, paper, glass, transparent cellulose and plastic, and cartons, bottles, tubes, wrappers and boxes literally by the thousands will be on display in a series of more than 70 varied exhibits at the Third Packaging, Packing and Shipping Exposition to be held in the Hotel Pennsylvania, New York, March 7-10, inclusive. The Exposition is sponsored by the American Management Association, and is being staged in connection with a four-day conference and clinic on the problems and technique of packaging, packing and shipping.

Methods of packaging and shipping of commodities of every size and description will be dramatized in displays. Displayed in the latest boxes and containers and plain and fancy wrappings will be candy, cigars, cigarettes, pipe tobacco, optical goods, oils, crude and refined; bath salts, soap, lead pencils, food of every description, hardware, jewelry, and a complete range of toilet articles.

At the conferences and clinics a number of packages, containing various types of products, have been selected for examination and discussion. All production, packing and shipping and marketing phases of these types of packages will be discussed. The clinics will include analyses of the design of each package, the machinery used in production and filling, preparation for shipment, a discussion of what happens to the package in the retailer's store and its history after it reaches the consumer. Conferences and clinics will open daily at 10 A.M. and will close at 1 P.M. The Exposition will open at 1:30 P.M. and will close at 9 P.M.

Booth 229 will be occupied by THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW. Friends of this magazine are invited to make the booth their headquarters during the exposition.

California Would License Demonstrators

The California legislature is now considering a bill (Assembly Bill No. 535), which would amend the present Cosmetology Act of the state so as to require the licensing of demonstrators. The bill defines a demonstrator as "a person who, for the purpose of the sale of creams or cosmetics, demonstrates the application thereof without charge." The bill also provides for a special license for demonstrators under regulations to be prescribed by the state cosmetology board, and the use of cosmetics "on any other person than the demonstrator herself or a paid subject shall be construed as practicing cosmetology" and therefore will require a beauty operator's license.

Work against the bill has been carried on very effectively by the California Cosmetic Association, Hollywood, and the trade in other parts of the country has been circularized by the association in an effort to enlist their services in combating this restrictive legislation.

Depression Maxim

Progress always involves risk. You can't steal second and keep your foot on first base.—*The Vancouver Sun.*

Clinic on Plastic Packages

MEMBERS and friends of the National Alliance of Art and Industry listened to well known authorities discuss the use of design in modern plastics at their luncheon clinic January 23 at the Hotel White. James L. Rodgers, Jr., president of the Toledo Synthetic Products Co., who was chairman of the luncheon, stressed the great need for new ideas and improved appearance in the manufacture of plastic products and covered many of the phases of what can be done with plastics. He divided all plastic products into three general groups, phenolic plastics, urea formaldehyde plastics and cellulose acetate plastics, indicating the possibilities and limitations of each, telling why it was most adaptable for certain fields. A large and representative display of raw plastic and of manufactured products was on exhibition.

Gordon Brown, of the Bakelite Corp., described the latest developments in this product, and showed examples where it had been employed both practically and artistically. R. E. Coleman, of the Plastics division of the General Electric Co., discussed the use of various plastic compounds in the electrical field, and Joseph Sinel, industrial designer, made a strong plea for closer co-operation and intelligent approach to the subject between the designer, the engineer and the manufacturer. The artist has been unnecessarily limited by the manufacturer's demand to merely imitate something else—often some other material—with plastic rather than to create in harmony with the plastic material in manufacturing the product.

H. S. Spencer, of General Plastics, Inc., brought out the fact that plastics are of particular importance today because the public is so appearance-conscious of the products it buys, and the various plastic compounds offer an infinite opportunity of creating eye appeal, both through surface quality and color, as well as by their practical qualifications. Mr. Spencer touched, as did some of the other speakers, on the use of plastic as a bond for wood veneers, mentioning the "Durez" bonded lumber used for the lobby and auditorium walls in the International Music Hall in Rockefeller Center. The same procedure has been successfully employed in the manufacture of small objects as well. The subject of the use of plastics in the packaging field for cosmetics and toiletries where its advantageous position for the purpose of quality, color and display value has already won it an outstanding place was discussed. Discussion of mould costs brought out the fact that its practicability is still held down to large producers except where moulds have already been made and stock numbers are being turned out.

Minnesota Pharmacists Hear About Cosmetics

The cultured woman with a large income spends about $50 a month for cosmetics and treatments, Mrs. Gertrude Wallace Owens, of Minneapolis, cosmetic merchandising expert, told members of the Minnesota State Pharmaceutical Association at their convention in St. Paul recently. The same type of woman with a smaller income spends about $10 a month for beauty's sake, the speaker said, while the business and professional woman spends approximately $15, and the stenographer about $10.

TRADE NOTES

Winarick Buys Herpicide Company

Ar. Winarick, Inc., New York City, has acquired the trade marks, good will and physical assets of the Herpicide Co., Detroit. The purchase also includes branches of the latter company in Canada and Mexico. All of the equipment at the Detroit laboratory will be moved to New York where the Herpicide Co. will continue as a subsidiary of Ar. Winarick, Inc., with Floyd H. Pepper, for many years sales manager of the old Herpicide company, acting as executive vice-president and sales manager of the new firm.

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ARTHUR WINARICK

The growth of a business started by Arthur Winarick in the basement of an apartment house in New York City in 1916 to supply barbers and toilet goods manufacturers with high grade perfumes has been almost meteoric. In a very short time the business, requiring more space, was moved to two storerooms, and with the addition of Mr. Winarick's brother, Nathan, a chemist and student of medicine, together with the addition of other capable men, including Joseph A. Gallagher, sales manager, whose intimate acquaintance with the trade extends from coast to coast, and David Patsiner, C. P. A., resulted in other forced moves of the business into large quarters.

In 1920 Mr. Winarick, aided by his brother, developed "Jeris" a hair tonic. The success of this preparation was almost instantaneous, and twice thereafter the company was forced to move into larger quarters. The present building, of 25,000 square feet of floor space, which the company owns, may soon be inadequate as a result of the purchase of the Herpicide Co., which makes "Newbro's Herpicide." This product was developed through the energy and determination of the late Dupont M. Newbro. After Mr. Newbro's death, his place was taken by his son, Dupont M. Newbro, Jr. Some time prior to 1900 Mr. Newbro owned, at Butte, Mont., the largest wholesale and retail drug store in the Intermountain district. His activities for the advancement and improvement of pharmacy are well-known. He, more than anyone else, was instrumental in the passage of a pharmacy law in Montana and he served as the first president of the Montana Pharmaceutical Association. He was chosen by the Governor of Montana to prepare the bill establishing a Pharmacy Board for the state, and for a number of years acted as Chief Examiner of the Board. A hobby of Mr. Newbro's was the study of premature hair loss, because he felt that baldness was far too prevalent among the so-called civilized races, and after years of study he developed the preparation for the public under the name of "Newbro's Herpicide."

The increasing sale of "Herpicide" called for the establishment of a separate business and on Friday, September 13, 1901, a partnership was formed between D. M. Newbro and E. E. Gallogly under the title of the Herpicide Co. Mr. Gallogly had been a pharmacist for 25 years and, like Mr. Newbro, had also been a president of the Montana Pharmaceutical Association.

As the composition of "Herpicide" differed entirely from anything then in existence, it was realized that a claim to cure baldness would be preposterous. In spite of the germicidal claims made for "Herpicide," the trade insisted upon calling it a hair grower. To combat this, Mr. Gallogly devised the well-known three little heads—"Going! Going!! Gone!!!" to tell in picture that it was a hair saver and that it would not cure baldness.

At first other makers of hair preparations ridiculed the germicidal claims of the Herpicide Co., only later to adopt them themselves. It is expected that "Newbro's Herpicide," already known around the world, will find even wider distribution under the generalship of Arthur Winarick and his capable associates.

Mosheim Takes Over Gabilla Agency

Albert Mosheim, president of the House of Tre-Jur, Inc., New York, has completed negotiations with Les Parfumeries de Gabilla, Paris, to handle American representation for that company. The French house has been represented here since 1930 by Gabilla, Inc., New York, successer to Everett-Gould, Inc., agent of Gabilla for many years.

Arrangements for the deal were made by Mr. Mosheim during his recent visit to Paris where he conferred with Albert Cousinéry, general manager of Les Parfumeries de Gabilla. He is expected back in New York on the *Leviathan* February 23.

Cunningham Leases New Quarters

The Cunningham Cleanser Corp., New York City, has leased a five story building at Walton avenue and East 138th street in Bronx Borough. The company makes soap powders.

Waxman Joins Al. Rosenfeld, Inc.

M. H. Waxman, for several years toiletries buyer for the Pittsburgh store of Oppenheim Collins & Co., has joined the sales staff of Al. Rosenfeld, Inc., New York. With headquarters in Pittsburgh, Mr. Waxman will cover a number of the Middle Atlantic states, including Pennsylvania, New York, West Virginia, Delaware, parts of Ohio, Baltimore, Md., and Washington, D. C. Al. Rosenfeld, Inc., is exclusive agent in this country for the French lines, Myon and Vigny, and for DuBois & Rowsell, Ltd., London.

Todds Visitors in New York

Paul H. Todd, president of A. M. Todd Co., Kalamazoo, Mich., distillers of peppermint oil, and his brother, A. J. Todd, who is also connected with the company, visited New York early in February calling on the trade. They remained in New York several days, and on a visit to the editorial offices of this journal, expressed the belief that business in their particular line would shortly show some improvement.

Bertram Resigns from Babcock

H. Henry Bertram, president of A. P. Babcock Co., New York, has resigned, and will in the future be associated with Frederick Loeser & Co., Brooklyn, as buyer of toilet articles.

Mr. Bertram has been connected with A. P. Babcock Co. since 1910, and was secretary and treasurer until 1922 when he was elected to the presidency. He is one of the best known men in the toilet preparations industry, and during the last two years has been president of the Associated Manufacturers of Toilet Articles. He will retain his stock interest in the company, and will be succeeded by Harold W. Thorn as president.

H. Henry Bertram

Harold W. Thorn

Mr. Thorn has been connected with the Babcock company for many years, and has been in complete charge of production activities at the laboratories in East Rutherford, N. J. Since 1922 he has been secretary and treasurer of the company and general manager.

Mr. Bertram has advised us that he will submit his resignation as president of the A. M. T. A. at a special meeting of the executive board to be held in New York in the near future.

Victor Vivaudou Again with Company

Victor Vivaudou, founder of V. Vivaudou, Inc., and an international figure in the perfume and cosmetics industry, is again associated with the American company bearing his name, according to an announcement just made by Samuel L. Antonow, president of the organization. Mr. Vivaudou was the creator of the well-known "Mavis" line of toiletries and other successful productions of V. Vivaudou, Inc.

Victor Vivaudou

"His unique talent as a perfumer and cosmetician will again be devoted to the creation of fine toiletries, so greatly appreciated by the women of America," Mr. Antonow's announcement said.

Mr. Vivaudou, a native of Cannes, France, established his first American plant in New York and introduced his products to the American market during the holiday season of 1914. Later the business came into control of experienced men in the toilet preparations field and he returned to France, where he devoted his time for several years to the creating of new products and processes. He has now returned to the company which he founded and will give it the benefit of his years of research.

"I feel," Mr. Vivaudou said in a statement accompanying Mr. Antonow's announcement, "that the perfumery trade may look with confidence to renewed concentration on the production of superior toilet preparations, and that new methods will make it possible for the trade to merchandise them more profitably than ever before."

Lucille Fields, one of the foremost authorities on feminine beauty and discoverer of a new method of determining true skin conditions, has recently become affiliated with the company. Her work will be in research and educational extension for Vivaudou, Melba, "Djer Kiss" and "Delettrez" cosmetics and toilet preparations. Miss Fields is recognized as an international leader in the field of beauty and cosmetics.

D'Escayrac Back from Europe

Bernard D'Escayrac, vice-president and general manager of Guerlain, Inc., New York, returned on the *Europa* January 30 after a stay of about a month in France where he was occupied in transacting business in connection with the estate of his father who died last Summer. Mr. D'Escayrac said business continued to be quiet in France, with no immediate prospect of recovery.

Weber on Vacation Trip

Roger Weber of the sales staff of Givaudan-Delawanna sailed on the *Rex*, February 19, for southern France where he will spend some weeks convalescing from his recent severe illness.

Sakele Opens Luxurious Salon

Fittingly termed the "Egyptian Temple of Beauty" by its sponsor, George A. Sakele, is the luxurious salon opened recently at 509 Fifth avenue, New York, by the Egyptian Cosmetics Corp. A score of artists and decorators have transformed the entire second floor of the Fifth Avenue building into a veritable garden paradise. The Egyptian motif is carried in minute detail throughout every room and corner of the spacious salon.

In the show room, pictured at the left below, Mr. Sakele's well known beauty preparations are attractively displayed in antique cabinets. The reception room, called "Le Foyer Reincarnation," shown in the photograph at the right, is an inviting place for patrons to recline on divans while awaiting their treatment. The booths for face and hair treatments are decorated with the same elegance which marks the rest of the salon, and contain the most modern equipment.

True Egyptian atmosphere is achieved by the use of furnishings imported from the land of the Nile. Antique inlaid tables, gaming tables for backgammon, chess and cards, beautiful rugs, gold-filigree lamps, rich, vari-colored hangings—all contribute to making the salon an authentic replica of the magnificence of the days of Pharaoh. Statues, delicate carvings of alabaster and marble, mural paintings copied in detail from sketches in the ancient Egyptian tombs and pyramids heighten the effect of splendor.

Perhaps the most unusual feature of this unusual salon will be the erection of an intimate theatre on its premises. To be known as "Theatre Egyptienne," it will seat 100 persons and have a full-size stage. Its decorations will carry out the same Egyptian motif as in the other rooms of the salon, with murals copied from the walls of ancient temples, hammered brass chandeliers and chairs of mosaic inlaid woods and mother-of-pearl. A program of lectures, demonstrations, dances and entertainment has been planned and will be inaugurated with the opening of the theatre shortly. Also planned for the theatre are fashion and beauty exhibitions, advance displays of the new styles in feminine apparel and an elaborate show of individual hair styles created by Mr. Sakele.

Colgate Sells from Trucks

A development by no means new in industry, but one which has not been found in the toilet preparations field heretofore has been adopted by Colgate-Palmolive-Peet Co., Chicago and New York. The company is now operating a large fleet of trucks with salesmen and window display men on them. These trucks carry stocks of goods, and as sales are made to retail outlets, delivery, display and other matters are taken care of at once. The new method does not interfere with jobber distribution since in jobbing territory the goods are picked up from jobbers' stocks and sold for their account. The method has been used in the food industry by a number of companies, and has been quite successful in some territories.

Renaud Head Visiting America

Pierre M. Vouga, chairman of the board of Renaud Cie., Paris, arrived in the United States recently to visit distributors of the company's products in the Western Hemisphere. He has been making his headquarters with Renaud, Inc., Boston, American branch of his house, and has been carrying on extensive correspondence from there with Latin American representatives, especially those in Brazil where he reports the company's business has been showing steady improvement. He is now visiting Canadian distributors and will return to Boston for a few weeks before leaving for home.

Moon Glow Opens New York Branch

The Moon Glow Cosmetic Co., Ltd., Hollywood, Calif., has opened an office in New York to take care of its growing Eastern business. Warehouse and office space has been leased at 80 West Houston street where ample stocks of the company's products will be carried. The company specializes in the manufacture of manicure products and enjoys wide distribution especially on the Coast and in other parts of the West. Louis Herzberg, general sales manager, came to New York to arrange for the opening of the new distributing center.

Willats Heads California Association

The California Cosmetic Association began its new year under the direction of H. P. Willats, president of Colonial Dames Co., who was recently elected president. Other officers for the current year are: H. C. Balsley, Katherine MacDonald Co., vice-president; H. Horsfall, Avocado Beauty Aids, second vice-president; Maurice Goldman, Sales Builders, Inc., secretary; A. S. Wilkinson. Ex-cel-cis Products Co., treasurer.

The first meeting held on January 11, in the Blue Room of the Hollywood Pig'n Whistle Cafe, was one of the most enthusiastic thus far enjoyed. Among the speakers of the evening was G. D. Selig, prominent California attorney, who discussed the contemplated 10 per cent California tax on cosmetics. Mr. Selig defended vigorously the rights of cosmetic manufacturers to demonstrate their merchandise in public sales rooms. The laws of California, as they now stand, are interpreted to prohibit the public demonstration of cosmetics except by licensed beauty shop operators. However, the California Cosmetic Association has thus far been instrumental in delaying enforcement of this interpretation. This is a matter of which many national concerns are unaware, and the association invites inquiries from nationally known concerns which conduct demonstrations in California.

H. P. WILLATS

Captain Clyde Balsley discussed "Decisions of the Federal Trade Commission" as applied to the cosmetic industry.

Excerpts from an article in a cosmetic trade journal were read in which it was pointed out that Southern California offered the greatest problem to manufacturers in regard to maintaining standard prices, and apparently the writer of this article believed that local manufacturers were indifferent to the situation. Many members immediately stood on the floor to disclaim this, pointing out that California manufacturers alone have assumed the responsibility of protecting price standards for Eastern houses and it was the Eastern houses which were indifferent to the situation permitting a price war to be waged among cut rate stores without opposition. Many Eastern houses have been invited to join the association for the protection of their own industry, but apparently are indifferent toward any such movement, and at the present time it is the manufacturers located in California who are fighting for better trade conditions in this State. They expressed a belief that Eastern houses either were uninterested in maintaining their prices here, or are ignorant as to the true situation of things.

Other interesting speakers were E. H. Hughes, who spoke on "Federal Excise Tax, Legitimate Exemptions and Economies That Can Be Made," and Davis Factor, of Max Factor & Co., who discussed "Trade Practices" telling of some faulty methods and how the industry might correct them.

Doraldina Opens New York Branch

Doraldina, Inc., Hollywood, Calif., manufacturer of toilet and beauty preparations, has established a branch office and warehouse at 230 Fifth avenue, New York, to handle distribution for its rapidly increasing Eastern trade. Manufacturing operations will continue to be carried on at the firm's laboratories in Hollywood, and the New York branch will serve as a distributing center and sales headquarters for Eastern outlets. H. E. Cronenweth, president of the company, will make his headquarters at the new office.

The new move constitutes a transfer from Detroit where offices were opened four years ago for Eastern distribution. Due to the expansion of the company's business along the Atlantic seaboard, it was decided to move the branch to New York. A small sales office formerly was maintained at 389 Fifth avenue, that city.

According to Mr. Cronenweth, this is but the first step in a program which will see Doraldina, Inc., a leading figure in the Eastern trade. The New York branch will be enlarged as conditions warrant, he said recently when discussing the company's progress, and eventually a manufacturing plant may be established in that section.

Doraldina, Inc., was formed in Hollywood in 1927. Originating with a single product, "Allura" powder base in colors, the line has been rapidly expanded until now it embraces a complete line of toilet preparations.

Indiana Manufacturing Co. Moves

James A. Tyson, owner and manager of the Indiana Manufacturing Co., cosmetics, Evansville, Ind., has moved his plant and manufacturing equipment to Louisville, Ky., and is now located at 361 Baxter avenue, that city.

Mr. Tyson states that his reason for moving the plant to Louisville was on account of greater opportunities being held out in the new territory, together with selling connections in the Louisville territory which promised to increase the volume of sales very rapidly. A branch warehouse is still maintained at Evansville. The plant is operated by Mr. and Mrs. Tyson and the firm name has been changed to The House of Fayrin. The word "Fayrin" is a trade mark used in the business since 1925.

Boaz Joins Parfums Corday

A. E. Boaz, who formerly was associated with D'Orsay Perfumeries Corp., New York, has joined Parfums Corday, Inc., New York, as field sales supervisor. Mr. Boaz is well known in the trade through his connection with the D'Orsay New York branch, of which he was sales manager for many years. He severed his connection with that firm early this year. Parfums Corday, Inc., was recently organized as American representative for Parfums Corday, Paris, with offices at 6 East 39th street, New York.

Jane E. Curran, Inc., Changes Name

Jane E. Curran, Inc., 101 West 31st street, New York City, manufacturer of "Pacquin" hand cream, has announced the change of its corporate name to Pacquin Laboratories Corp.

Wildroot Opens Canadian Branch

Wildroot Co., Inc., Buffalo, N. Y., has advised us that it has established a Canadian branch at Fort Erie North, Ont., directly across the Niagara River from Buffalo. A Canadian company known as Wildroot, Ltd., has been organized to conduct this branch. Products for distribution in Canada and also in other parts

H. J. LEHMAN

H. R. SHEHAN

of the British Empire will be manufactured by the Canadian company. Officers of the subsidiary are H. J. Lehman, president; A. F. Osborn, vice-president, and H. R. Shehan, secretary, treasurer and general manager.

Wildroot Co., Inc., was organized in 1911 to manufacture "Wildroot" hair tonic which had been developed as early as 1908 by Morrill C. Howe and Robert J. Kideney. Shortly after its organization Hoyt R. Shehan joined the organization as vice-president, and his personality and business ability have added materially to its success. Later Harry J. Lehman, prominent New York state business man, became interested in the company and was elected president.

The organization of the Canadian subsidiary is in line with the progressive policies which the company has followed since its inception, and is expected to increase the world-wide distribution of its products.

Fels Writes on "Work and Worklessness"

Samuel S. Fels, president of Fels & Co., soap manufacturers of Philadelphia, has prepared and is distributing a series of articles on unemployment. In the series, he strikes boldly at the heart of the matter which he believes is the maldistribution of the rewards of industry. He proposes a Federal Trade System which shall regulate the fair apportionment of profits among capital, management and labor, believing that this would lead to increased consumption, maintained production and work for men and women.

Etna Represents Mouson in England

Etna Chemical Co., Ltd., London, has been appointed British representative for the firm of J. & G. Mousson, Frankfurt-on-Main, Germany, manufacturers of cosmetics, and is negotiating with a number of other companies both in Europe and America with the view of representing them in Great Britain and the Colonies.

Houbigant Opens New Advertising Drive

A coast to coast advertising campaign, the leading feature of which is the placing of advertisements in the rotogravure sections of newspapers, was inaugurated by Houbigant, New York, February 5. The campaign, which will run consistently, will be devoted solely to Houbigant face powder.

The advertisements themselves are unusually attractive and distinctive, and embody a new selling appeal. Prominently featured is the idea that the fundamental purpose of a face powder is to give a dull, petal-smooth finish, a basic feature of Houbigant face powder which is being exploited to the public. This "dull finish" idea is also in keeping with the style forecast for the Spring and Summer when fabrics of dull finish will be in vogue.

According to H. L. Brooks, general sales manager, the campaign will be governed by a new plan for the budgeting of advertising expenditures. A minimum instead of a maximum budget has been determined. As the results in a locality justify an expansion of the advertising in that particular section, the budget will be increased accordingly.

Meritol Headquarters Now Decorah

The Meritol Co., with plant at Decorah, Ia., and general offices at Des Moines, has discontinued the latter as headquarters and has consolidated all of its activities at the plant, a picture of which is shown. The company was organized some years ago in Decorah by a number of druggists and newspaper men under the name American Drug & Press Association to supply druggists with a complete line of packaged medicines, perfumes and toilet preparations. After the war, it went into the control of Des Moines interests

MERITOL PLANT AT DECORAH

and the offices were moved to that city although the plant was continued in Decorah.

Control has now reverted to Decorah interests and the management is practically the same as at the outset. The company has been reorganized and is now a closed corporation, and plans are being made to reestablish representation throughout the United States. Manufacturing operations continue under the direction of I. W. Brunt who has been chief chemist for many years.

Theodore K. Shipkoff, Ltd., Organized

The firm of Shipkoff & Co., Ltd., Sofia and Kazanlik, Bulgaria, has been dissolved by mutual consent, and Theodore K. Shipkoff, who has visited this country for the past forty years, will continue under the firm name of Theodore K. Shipkoff Ltd., Sofia. Associated with him in his firm are his two sons, K. Theo. Shipkoff and Michael Theo. Shipkoff. The management of the American house will continue under the direction of C. G. Euler, 247 Pearl Street, New York.

Wrigley to Increase Wages

P. K. Wrigley, president of the William Wrigley, Jr., Co., Chicago, has announced that the firm will increase the wage schedule of factory workers in order to offset the loss of pay resulting from shorter hours. He said the maintenance of wage scales was "the only way to get things started again."

"We feel that the company which can make a fair profit should not bear down on labor," he added.

The exact form of the readjustment which will be made is now being worked out. The company's Canadian subsidiary recently raised the wage scale of its factory workers and increased its force by 10 per cent.

Dowd Takes New Quarters

J. C. Dowd, Inc., perfumes and cosmetics, which has been located for many years at 95 Madison avenue, New York, has leased a floor consisting of 5,000 square feet of space at 121 East 24th street, that city.

Goby Named Assistant Judge

François Goby, director of Tombarel Frères, Grasse, France, has been elected assistant judge of the Tribunal of Commerce of Grasse. His many friends in America where he has been a frequent visitor and where his house is represented by Albert Verley, Inc., Chicago and New York, will join us in congratulations on this well merited honor. Mr. Goby is a son of Xavier Goby, head of Tombarel Frères, and vice-president of the Chamber of Commerce of Nice. He served with distinction during the war, winning the Croix de Guerre. He has since devoted his energy and ability to building up the business of his house, especially in America and other foreign markets where he is almost as well known as at home.

FRANÇOIS GOBY

Stevenson a New York Visitor

R. M. Stevenson, Detroit, representative for Givaudan-Delawanna, Inc., New York, visited the home office of the company early in February. He enjoyed a short cruise to Havana stopping again in New York on his way back to his Detroit headquarters.

Haskell New I. A. I. President

At the recent annual meeting of the Industrial Alcohol Institute, Inc., Glenn L. Haskell was elected president. The acceptance of the presidency by Mr. Haskell marks the climax of 33 years of experience in the alcohol industry. Mr. Haskell is first vice-president of the U. S. Industrial Alcohol Co., and director of ten other companies associated with the alcohol industry. He was elected a director of the Alcohol Institute in 1931.

GLENN L. HASKELL

Succeeding as president S. S. Neuman, who held office for two terms, Mr. Haskell will be supported by A. K. Hamilton, of the Pennsylvania Sugar Co., and Richard H. Grimm, of the American Commercial Alcohol Corp., as vice-president and treasurer respectively of the institute. Dr. Lewis H. Marks was re-elected executive secretary, the position he has occupied since 1926.

Entering directly into the distilling business upon leaving school in 1900, Mr. Haskell was connected with the American Distilling Co., of Pekin, Ill., for 21 years. In 1921 he was appointed Western sales manager for the U. S. Industrial Alcohol Co., in Chicago, and a year later was promoted to the general sales managership and moved to New York. This position he held until he became vice-president of the company in 1928.

He is a member of several Masonic bodies, the Appawamis Club of Rye, the Chemists' Club of New York and the Detroit Athletic Club. His favorite hobby is golf at which he has won numerous trophies.

The membership of the Industrial Alcohol Institute consists of eight of the large manufacturers of industrial alcohol whose total production amounts to 98 per cent of all industrial alcohol consumed by the industries and professions of this country. The Institute cooperates very closely with all Federal and State Bureaus, responsible for the control and distribution of denatured alcohol, and also in research to provide effective denaturants.

Isobel White in New Quarters

Isobel White Co., Inc., New York, has advised us of the removal of its factory and showroom to 12 West 32nd street, New York City, where much larger and more convenient quarters have been secured. M. C. Weiss is president of the company, and L. B. Weiss, vice-president. The new telephone number is LAckawanna 4-6737.

Miles a New York Visitor

F. J. M. Miles, of Sunland, Calif., is spending a month in New York, renewing old acquaintances and calling on his many friends in the industry. Mr. Miles is now engaged in consulting work in California, and is also manufacturing perfumes on his own account.

Consolidated Fruit Jar Diamond Anniversary

The Consolidated Fruit Jar Co., New Brunswick, N. J., is one of the few concerns in the United States that has weathered wars, depressions and the vicissitudes of business for three-quarters of a century, and is still making progress; for this year marks its seventy-fifth anniversary.

BENJAMIN W. ERICKSON

In reviewing its history, Benjamin W. Erickson, the president, pointed out that slavery was in effect when the concern was established. Whale oil lamps were used for illumination, all correspondence was written by hand and there were no telephones or other conveniences of business which are now regarded as necessities. The Mason fruit jar, known all over the country, was patented and for many years manufactured by the company, but its chief business gradually shifted to the manufacture of drawn and stamped metalware in which it specializes to this day.

In 1871 the company was incorporated, and in 1897 Mr. Erickson joined the organization as a time clerk. After years of factory experience his interest in the other affairs of the business coupled with his executive ability led to his appointment as general manager. In January, 1930, he became president. The other officers are Edward L. McGinnis, vice-president, and William C. Kuhlthan, secretary and treasurer. They, too, have been with the organization for many years, and both advanced to their present positions from minor jobs as young men. Mr. Erickson and Mr. McGinnis live in Highland Park, N. J., and Mr. Kuhlthan lives nearby in Milltown.

From the beginning, the company has occupied the same site on Water street, along the Delaware and Raritan canal; but the latter is used very little in these days of railroad and airplane transportation. The group of buildings now occupied numbers seven. The products manufactured include collapsible tubes and a large variety of sheet and cast metal goods ranging from sprinkler tops to stove urns.

Congratulating Mr. and Mrs. Wellenkamp

We extend hearty congratulations to Mr. and Mrs. C. K. Wellenkamp on the birth of a son, Charles Frederick Wellenkamp on January 26. Mr. Wellenkamp is a member of the Agfa Division organization of the General Drug Co., New York.

Mme. Rubinstein Sails for Europe

Mme. Helena Rubinstein, president of Helena Rubinstein, Inc., New York, sailed February 10 on the *Paris* for a business trip of two or three months in Europe. While her itinerary was not definitely planned, she expects to visit her representatives in Paris, London and Vienna. Her trip probably also will take her to Germany and Italy.

Lauren La Barre with Luft

Lauren B. La Barre, who was connected with the Oxzyn Co., New York, for fourteen years as assistant sales manager, is now associated with the George W. Luft Co., Long Island City, N. Y., having charge of sales of "Tangee" lipsticks and other products of that company to syndicate stores. His father, Richard E. La Barre, was president of the Oxzyn Co. for 25 years, retiring from that business in 1928.

Sullivan Now With Harper

Jack Sullivan, who was formerly associated with Houbigant, Inc., New York, in the capacity of general sales manager of the Chicago division, and other outstanding perfume houses, such as Chanel, Lentheric and Molyneux, has been appointed sales manager of Martha Matilda Harper, Inc., Rochester, N. Y., where he succeeds James A. Kelly.

Franks New Chicago Representative

Franks Chemical Products Co., Brooklyn, N. Y., manufacturers of stearates of zinc, aluminum, magnesium and calcium, has advised us of the appointment of the Chicago branch of Innis, Speiden & Co., as its distributors in that territory. Sales will be under the direction of C. W. Brown, manager of the Innis, Speiden Chicago branch.

Parento Canadian Branch Progresses

The new Canadian branch of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., which was established a month or two ago, is making steady progress. Constant contact is maintained between the new branch and the main office of the company as well as its New York office. The accompanying photograph was taken

D. E. PICCIANO AND E. C. BARTON

on a recent visit of D. E. Picciano, vice-president of the company, to the Canadian branch. He is shown with E. C. Barton, assistant secretary, who directs activities in Toronto.

Matrod Honored by France

Leon Matrod, director of Tokalon, Paris, has been named councillor of the Foreign Congress of France, the distinction having come to him from the French Minister of Commerce.

Felton Company Celebrates Tenth Annivesary

The Felton Chemical Co., Inc., Brooklyn, celebrated its tenth anniversary on February 5. The present organization, with its European affiliations and branches in the United States, is the culmination of a boyhood ambition of Dr. Joseph Felton, the well-known European chemist and head of the company. Already, at the age of fifteen, he had a well-equipped laboratory in his home, and though his parents wanted him to be a physician or a lawyer, he had chosen chemistry as his life's work.

DR. JOSEPH FELTON

He was sent to Birmingham, England, to study chemical engineering, but, after one year, his father decided that Breslau, Germany, would be a better place for him. In 1912 Dr. Felton was graduated from the Technische Hochschule, Breslau, as chemical engineer and began advanced study at the University of Breslau, receiving his degree of Ph.D. in 1914, at the early age of 23 years.

In addition to a rigorous program at the University, he was chief assistant to Professor Semmler, the German genius of aromatic chemistry. Drafted by the faculty as an instructor in aromatic chemistry, the outbreak of the World War put an end to his scientific career in Germany. As a result, he returned to Switzerland, where he acted as assistant to Professor Pictet in Geneva, and later to Professor Dutoit in Lausanne. Here he continued his research work and teaching and acted as a consulting chemist to the food and aromatic chemical industries located around that section of Switzerland.

In 1919 Dr. Felton came to New York, where he obtained a position as chief chemist with one of the first houses manufacturing aromatic chemicals in this country, with whom he was connected for several years. In 1920 he became acquainted with the future Mrs. Felton, a graduate chemist educated at Barnard and employed at that time in the research laboratory of one of the country's largest soap and perfume houses.

In February, 1923, the head of a New York essential oil house induced Dr. Felton to open a research laboratory and to undertake the manufacture of various essential oil isolates and derivatives. This small plant at 65 Taaffe place, Brooklyn, was soon outgrown and two adjoining buildings were leased to take care of the added equipment. The growth of the business by 1927 required further expansion and the company moved into its own building at 599-603 Johnson avenue, Brooklyn, where new and modern apparatus was installed and ample provision made for stock rooms, offices, laboratories, and an odor-proof testing room.

In a recent interview with the editor, Dr. Felton said: "We conduct continuous research work along the lines of perfumes and their different applications, flavors and food materials, and we have here a staff of chemists who are graduates of European and American universities, and all the manufacturing operations and the working out of new chemicals are under my personal supervision."

Due to the diligent work of Felton representatives operating from branch offices throughout the United States, South America and Europe, the wide line of aromatic chemicals and specialties for the perfume and flavor trades is well known. Sales are under the management of Albert Albek, secretary of the company, and an old acquaintance of Dr. Felton from Switzerland.

The entire Felton organization is looking forward to the next decade in the confident hope that its progress will be even greater than in the past. It is indeed a pleasure to extend our hearty congratulations.

Beiser Company's Twentieth Anniversary

Edward T. Beiser Co., Inc., Riverside, Conn., this month completed its twentieth year in business as importers and manufacturers of perfumers' raw materials. Established in Detroit, Mich., in 1912 by the late Edward T. Beiser, the company has steadily progressed during the last two decades, and today enjoys an enviable position in the trade.

The broad experience of Edward T. Beiser as perfumer and chemist for prominent firms in the trade formed the nucleus for the business. All of his business career was spent in the essential oil and allied industries. His first connection was with Meyer Brothers Drug Co., St. Louis. After serving successively as chief chemist for August Kerns Co. and F. W. Fitch Co., he established his own business.

The new company showed rapid progress from the start, and in 1919 was moved to New York City where it was incorporated. A short time later Mr. Beiser transferred his laboratories and headquarters to Riverside, Conn., the company's present site. Representation has been established in the principal cities of the United States and Canada which provides service to the trade in those localities with the numerous domestic products the company markets and also with the raw materials of P. A. Bompard, of Antibes, France, and Chauret Fils, Grasse, France, for which the company is sole American agent.

OSCAR BEISER

A few years after the company's inception, Mr. Beiser was joined by his brother Oscar, who following the death of Edward in 1926 became the active head of the company. His long experience in the industry and association with his brother fitted him admirably for the position.

So, when the nation was commemorating the birth of Abraham Lincoln on February 12, the day held greater significance for Oscar Beiser and his associates, for it also marked the anniversary of the birth of the late Edward T. Beiser and was the month in which he founded the company two decades ago.

Alcohol Company Uses "Phantascope"

Throngs passing the permanent window display of the U. S. Industrial Alcohol Co., on 42nd street, opposite Grand Central Station, New York, are startled to see a can of "Pyro" anti-freeze revolving in the space above the sidewalk about 15 inches in front of the glass. The apparent package is a perfect three-dimensional image projected into broad daylight, without the use of any screen, by means of a device placed inside the window. This patented projector, known as the "Phantascope," is the invention of W. I. O'Neill, New York microscopist.

The effect of the illusion is so perfect as to encourage spectators to try to grasp the image of the can as it rotates in space. The image can be viewed only when standing within a definite angle of vision in front of the projector.

Further novelty is added to the display as the illusion vanishes when the spectator steps out of the vision range or comes too close to the window.

"Perfume Cart" for Dram Sales

At the Kresge Department Store in Newark, N. J., is this novel adaptation of the perfume bar which has become a feature of many leading retail stores. From the cart, which is a gaily colored and well appointed version of the "hot dog wagon," are dispensed leading perfume brands in dram lots. The novel display has attracted considerable amused attention from the store's customers and has resulted in many impulse purchases.

F. J. Lueders Named Company Officer

The annual meeting of stockholders of George Lueders & Co., New York City, was held February 7, and the entire board of directors was re-elected. At a subsequent meeting of the directors, F. J. Lueders, son of George Lueders, founder and chairman of the board,

GEORGE LUEDERS

F. J. LUEDERS

who recently celebrated his 76th birthday was elected assistant secretary. Edward V. Killeen, president, and the other officers were re-elected to succeed themselves

F. J. Lueders has been connected with the company for several years, and during that time has taken an active interest in the Associated Manufacturers of Toilet Articles. He was a member of the convention entertainment committee in 1932.

Hinze Ambrosia to Distribute "Admiración"

National Oil Products Co., Harrison, N. J., has appointed Hinze Ambrosia, Inc., New York, sole distributor of its "Admiración" soapless shampoo. Sales policies, plans and discounts will be under the control of Hinze Ambrosia, Inc. A national advertising campaign featuring the new shampoo will be launched shortly.

Stockton Plant to be Rebuilt

The plant of the Stockton Soap Co., destroyed by fire early in January, will be rebuilt at once according to announcement by officials of the company. The factory has been in operation since 1893 making "Stocktonia" soap in cakes, flakes and powder, and new machinery had been installed just before the fire.

Koenig Vacationing in Florida

Harry D. Koenig, president of Harry D. Koenig & Co., New York, with Mrs. Koenig and their two children, is enjoying a well earned rest at Miami Beach, Fla. Mr. Koenig left New York, January 25, and plans to remain in the South for about a month.

Attractive Advertising by Drury

An attractive and unusual advertisement in this issue is that of A. C. Drury & Co., Chicago, whose special insert is printed on metal foil paper. The handsome metallic finish adds materially to the effectiveness of the advertisement.

Ross Forms Own Company

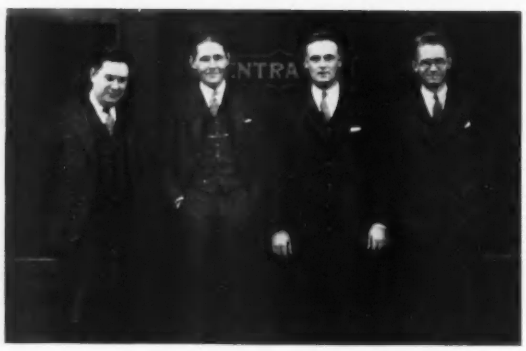
George Ross, formerly sales manager for Frankel & Smith, Boston, has formed his own company in that city. It will be known as the George Ross Co., and will handle beauty parlor equipment and supplies. Offices have been taken at 619 Washington street, and a line of cosmetics under the name "Lady Rosslyn" will be featured.

Mrs. Rowell Visits in New York

Mrs. E. N. Rowell, head of E. N. Rowell Co., Inc., Batavia, N. Y., was a visitor to the editorial offices early this month during the course of a stay of several days in the Metropolitan district. J. W. Smith, manager of the company's plant No. 1, accompanied Mrs. Rowell on this trip.

National Toilet's Excellent Showing

Our roving reporter stopped in Paris, Tenn., recently and secured the accompanying photograph of officials of the National Toilet Co. in front of the offices of that progressive organization. They are C. A. Matthews, general manager; F. M. Allen, sales and



advertising manager; D. F. Nealon, chemist and purchasing agent, and W. C. Luckey, credit manager. He reports that the pleased expression on their faces is due to the satisfaction which they felt in having just paid a 20 per cent dividend for 1932, a showing which should make any company officials smile in times like these.

Hopkins Heads Columbia County Men

J. L. Hopkins, president of J. L. Hopkins & Co., New York, importers of crude drugs, has been honored by election to the presidency of the Columbia County Association. The election took place at the annual meeting of the association at the New York Athletic Club January 14. The association is one of the oldest and most important of its kind in the city.

Helfrich Visitor in East

J. H. Helfrich, president of the Helfrich Laboratories, Chicago, and Helfrich Laboratories of New York, New York City, was a visitor at the office of the Eastern company and to the trade in and around New York early this month. Mr. Helfrich stopped at Washington on his way back to Chicago.

La Corbeille de Fleurs Entertains

La Corbeille de Fleurs, Inc., the society composed of the staffs of Houbigant, Inc., and Cheramy, Inc., held its annual reception and entertainment in the grand ballroom and foyer of the Hotel Edison, New York, on Friday evening, February 10. The program was a huge success, and approximately 1,000 members and guests enjoyed the show and dancing.

The feature, of course, was the annual musical revue. This year it was termed "An Evening in Court International," and was received with unbridled enthusiasm by the audience. The revue was created, staged and produced entirely by members of the organization. It was directed and staged by E. L. Kraus, with the dances coached by Miss Dollie Santacroce, assisted by Miss Angela De Salvo. Continuous dance music was furnished by the Cottonland Serenaders and the Rosedale Country Club Orchestra. Members of the executive staffs of both companies were on hand and enjoyed the festivities.

E. L. Kraus was chairman of the entertainment committee; A. M. Kelly, of the reception committee; Joseph F. Alexandre, of the floor committee; and S. Kudless, of the door committee. Officers of the organization are president, A. P. Ashberger, and vice-president, E. R. Marshall.

Sudbury to Represent Koleff

Sudbury Manufacturing Co., Inc., Mount Vernon, N. Y., has advised us that it has been appointed sole distributor in the United States and Canada for Lalue Koleff, distillers of otto of rose. The Koleff organization operates plants at Gabarevo, Kazanlik, Rahmanliy and Plovdiv, Bulgaria, and its otto is already known to consumers in this country. Stocks of the product will be carried by Sudbury to fill orders from the trade.

Frederick Spitalny in Europe

Frederick Spitalny, president of Volupte, Inc., New York, sailed January 31 on the *Europa* for a visit of two months in Europe. He will spend most of his time in France and Germany studying the fashion trends in toilet articles with the view of gathering new ideas for possible use in his business.

Kenah Vacationing in Orlando

R. L. Kenah, president of the Standard Specialty & Tube Co., New Brighton, Pa., accompanied by Mrs. Kenah early in January motored to Florida where they will spend the season in Orlando. While in Florida, Mr. Kenah will spend much of his time on the golf links and also enjoying lawn bowling in which he is expert. Another hobby he enjoys is taking moving pictures of interesting incidents on his travels.

In his absence, his son, Roland M. Kenah, vice-president, who recently joined the organization in an active capacity, will work out with the sales department a sales expansion campaign. In this work he will have the able assistance of Joseph H. Heideger, assistant sales manager. Incidentally, Mr. Heideger is receiving congratulations on the arrival of William Joseph Heideger, his second child.

Naugatuck Opens New Department

G. P. F. Smith, assistant to the president of Naugatuck Chemical Co., has advised us that the company has decided to expand its production and importation of products for the soap, perfumery, cosmetic and other industries, captalizing on its 30 years of organic chemical experience. In order to afford the closest possible contact between the sales effort and the company's elaborate research and production departments, an aromatic sales service department has been established with headquarters at 1790 Broadway, New York, from which all sales effort will emanate. This new department will work closely with the factories and laboratories at Naugatuck, Conn., so as to provide the best possible service for the company's customers.

Burton T. Bush, president of Bushfield, Inc., which has acted as the Naugatuck sales representative, will be in charge of the department, and the specialties which have been sold by Bushfield, Inc., will, in the future, be manufactured and sold under the Naugatuck Co. label.

Nestle-LeMur Leases New Quarters

The Nestle-LeMur Co. has leased larger and more adequate quarters in the Port Authority building, 111 Eighth avenue, New York. The move will consolidate the manufacturing department, offices and showroom in one building, and will enable the company to provide better service for its customers.

Orbis Elects New Officers

Directors of Orbis Products Trading Co., Inc., New York, at a recent meeting elected Charles S. Fitzsimmons vice-president to succeed the late Charles H. Alker. Mr. Fitzsimmons is the son of C. J. A. Fitzsimmons, president of the company, and has been connected with the Orbis organization since it was established in 1918. F. Deming Hoyt, another old member

C. J. A. FITZSIMMONS

C. S. FITZSIMMONS

of the organization, was also made a vice-president, and Robert Wotherspoon assistant treasurer.

Both have been with Orbis since it was organized, and were associated with the principals of the company in the National Aniline & Chemical Co. before that time. Succeeding themselves in office are: C. J. A. Fitzsimmons, president, Joseph Bough, treasurer, and R. J. Vogel, secretary.

New Yorker Cosmetics Moves

New Yorker Cosmetics Corp., formerly located at 551 Fifth avenue, has moved to 715 Broadway, New York.

Harper Represents Ungerer in Canada

Ernest J. Harper, formerly of Harper-Mantle Co., Toronto, has been appointed representative of Ungerer & Co. in Canada. Mr. Harper is thoroughly familiar with the Ungerer line of essential oils, synthetic aromatic chemicals and perfumery raw materials. His copany prior to its dissolution at the end of 1932 represented Ungerer interests in the Dominion.

ERNEST J. HARPER

Mr. Harper is well known throughout the Canadian trade, and is equipped to give the usual efficient service to Ungerer customers in that territory. His headquarters will be at 62 Lombard street, Toronto.

Ungerer & Co. Elects Officers

Directors of Ungerer & Co., New York, at the annual meeting early in February re-elected Frederick H. Ungerer president. Charles Fischbeck, who has been vice-president and secretary of the company, was elected vice-president and treasurer. Kenneth G. Voorhees, son-in-law of Mr. Ungerer, and formerly assistant to the president, was chosen vice-president, and Milton S. Butler, who has been connected with the company for a number of years, was made secretary.

P. K. Shipkoff & Co. Established

The sons of the late Peter K. Shipkoff, one of the founders of Shipkoff & Co., Sofia and Kazanlik, Bulgaria, which was recently dissolved, have organized a new company to be known as P. K. Shipkoff & Co., S. A. Headquarters of this company, which will produce otto of rose, will be in Kazanlik.

The firm of Shipkoff & Co., organized as a partnership in 1885 and incorporated in 1922, was dissolved in June, 1932.

Mullen Gives Radio Talk

A. E. Mullen, president of American Perfumers' Laboratories, New York, spoke on "Quality and Economy" over radio station WMCA, New York, February 1. His address was one of a series by prominent business leaders delivered under the auspices of the Better Business Bureau of New York, in a campaign for improved merchandising methods and practices.

Davis Laboratories Take Space

The Davis Laboratories, Inc., Newark, N. J., has leased quarters in a building at 730 Frelinghuysen avenue, that city, where larger space for manufacturing operations is available.

In Memoriam for Departed Friends

BERT O'LEARY, director of Kiefer-Stewart Co., Indianapolis, February, 1932.

A. L. UNDELAND, president of A. L. Undeland Co., Omaha, Neb., February, 1932.

Dr. Alfred S. Burdick Dead

Dr. Alfred S. Burdick, president of Abbott Laboratories, Chicago, died in that city February 11 at the age of 66. He was graduated from Rush Medical College in 1891, and after practicing for several years became Associate Professor of Medicine at Illinois Medical College. In 1916 he became vice-president, and five years later president, of the Abbott Laboratories, manufacturers of pharmaceutical products. Dr. Burdick was a past president of the American Drug Manufacturers Association and of the Synthetic Organic Chemical Manufacturers Association. He was a member of the Chemists Clubs of New York and Chicago. He leaves a widow.

Death of C. Milan Morse

C. Milan Morse, a chemist for the United Drug Co., Boston, until his retirement in 1931, died January 30 at his home in Watertown, Mass., at the age of sixty-five. He had been in poor health for some time. Born in Albany, Ga., Mr. Morse was graduated from the Massachusetts College of Pharmacy, and spent his entire business career in the Boston drug trade as a research and manufacturing chemist. He leaves no near relatives.

Death of Ernest L. Lancaster

Ernest Longley Lancaster, former treasurer of the Solvay Process Co., New York, and its subsidiaries, died January 29 at his home in Syracuse, N. Y., after an illness of several months. Mr. Lancaster, who was sixty-two years old, was connected with the Solvay Process Co. from 1892, when he joined it as a clerk, until his retirement in 1925. He leaves three children, Mrs. Harold G. Webb, of Brooklyn; Mrs. H. G. Barrett, of Philadelphia, and John Saywell Lancaster, of Syracuse.

C. A. Charpentier Dies

Charles Albert Charpentier, representative of a number of prominent raw material houses, including Charabot & Co., Grasse, and Sopros, Nantes, France, in Great Britain, died in London January 18. He organized his London business in 1906. During the war he served with both the French and the British forces, and made an enviable record, receiving the Croix de Guerre. He leaves a widow and two children. His business will be continued by his former associates.

Death of Hans Schlaepfer

Hans Schlaepfer, director of the Far Eastern department of L. Givaudan & Cie, Geneva, Switzerland, died in that city December 25. He had been connected with the house for more than 25 years and was well known not only in Europe, but in the Far East where he had made many trips in the interests of the company.

Death of Simon Spitalny

Simon Spitalny, treasurer of Volupté, Inc., New York and Linden, N. J., formerly Superior Products Corp., died February 14 at his home in Elizabeth, N. J., aften an illness of three months. Mr. Spitalny was born in Russia 70 years ago. He was a director of the Workmen's Building and Loan Association, of Elizabeth, for 33 years, a member of Temple B'nai Israel, Congregation Holche Yosher, Congregation Anshe Sfard and B'nai B'rith Lodge. He leaves his widow, three daughters, Mrs. Ida Schwartzbach, Mrs. Rose Berkowitz and Mrs. Fannie Immerman; three sons, Herman, Fred and Milton Spitalny, and twelve grandchildren, all of Elizabeth.

Death of Robert McNeil

Robert McNeil, founder and for many years head of Robert McNeil Co., makers of pharmaceuticals, Philadelphia, died in that city February 12 at the age of 77. Mr. McNeil was a graduate of the Philadelphia College of Pharmacy and Science, and in 1879 founded the business which bears his name. He leaves a widow and one son, Robert Lincoln McNeil, present head of the company.

Business Records

Petitions Filed Against

Orange Crush Chicago Bottling Co., Chicago, Ill. Creditors include National Linen Supply Co.

National Department Stores, Inc., Wilmington, Del., operating about 20 department stores and branches in East, Mid-West and South; by Charles Safran, for $1,408; Gosswein & Levine, for $600; Mathilda Greenberg, for $2,000. Joseph P. Wales, of Wilmington, and Harry H. Schwartz, of New York, appointed receivers.

Herman B. Freedman, 230 Fifth avenue, New York, soap distributor; by Harry Frazee, Jr., for $137; David Clark, $873; John Shanley, $500.

Bankruptcy Schedules

Bersimo, Inc., 16 West 46th street, New York, hair dyes. Liabilities, $4,592; assets $2,477.

Receivership Terminated

Judge F. P. Schoonmaker in United States District Court, Pittsburgh, has signed an order terminating the receivership of Dow Drug Co. of Delaware, with 14 stores in Allegheny County, Pa. The receiver will turn over to officers of the corporation all assets.

Petitions Filed By

Metal Litho Corp., 168 39th street, Brooklyn, N. Y., lithographing and manufacturing tin cans. Liabilities, about $67,962.23; assets, about $61,360.41. Judge Campbell has appointed Edwin L. Garvin, 20 Broadway, New York, receiver in bond of $30,000. The corporation was organized in March, 1932, uniting the Metal Lithographing Co., Inc., and the Standard Tin Can Co. A. E. Burns, well known in the can industry and formerly president of the Metal Package Corp., was its president.

Assignment.

Frank Conti and Frank G. Loughlin (Frank Conti & Co.), (Conti & Co.), cosmetics, 75 West street, New York, have assigned to Sol R. Kaplan, 5107 14th avenue, Brooklyn.

Chicago Trade Notes

IT requires more than a blizzard to dampen the ardor of Chicago Perfumery Soap & Extract Association loyal supporters, which was demonstrated when 30 members plodded through a terrific snowstorm to attend the regular monthly meeting, held February 7 at the Hamilton Club. The large attendance also proved that the members approved the change in the dates of the meetings to the first Tuesday in each month instead of on Wednesday. Dudley F. Lum, president, quickly disposed of the regular routine business, so that the members could enjoy an interesting talk by William W. Welsh, tax expert and adviser, whose topic was the Chicago tax warrant situation. Having made a diligent study of the tax situation for many years, both in the United States and abroad, Mr. Welsh thoroughly explained the tax situation as it affects the business men and community as a whole, and his address was enthusiastically received by the members.

Among the distinguished guests at the meeting were: D. E. Picciano, vice-president of Campagnie Parento, Inc., New York; Russell L. Curtis, assistant sales manager of Dow Chemical Co., Midland, Mich.; and George W. Christopher, treasurer and William D. Webster, secretary of Victor Chemical Works, Chicago.

B. F. Zimmer Seriously Ill

We report with great regret the serious illness of B. F. Zimmer, 2nd vice-president and manager of the Chicago office of Fritzsche Brothers, Inc., New York. Mr. Zimmer is confined in the North Chicago Hospital with a complication of ailments. F. E. Watermeyer president of the company is in Chicago and will remain there until the crisis of the illness has passed. Greater hope is held out for Mr. Zimmer's recovery at the moment of going to press in view of improvement in his condition during the last few days.

Bennett on Western Trip

D. A. Bennett, president of Albert Verley, Inc., is expected to return soon from California, where he visited the Western branch office. He will stop for a short vacation in Arizona before returning to brave the icy blasts of real Winter, which now has engulfed Chicago.

Ungerer Visits Chicago Branch

F. H. Ungerer, president of Ungerer & Co., New York, was a recent visitor to the Chicago trade, spending a few days with the newly appointed Chicago manager, E. M. Tysdal, and also inspecting the new headquarters of the Chicago office which was moved recently to 325 West Huron street.

Rawleigh on Way to Recovery

Friends of W. T. Rawleigh, president of W. T. Rawleigh Co., Freeport, Ill., will welcome the glad news that Mr. Rawleigh is rapidly recovering from his prolonged illness and that he is expected to return to his office in the very near future.

Drug and Chemical Association Meets

The Chicago Drug and Chemical Association held its regular monthly meeting on January 26 at the Hamilton Club with a good attendance. The members were entertained with a very impressive illustrated film talk by Thomas Wolfe, district traffic manager of the United Air Lines. Mr. Wolfe outlined the progress made by aviation during recent years, and described in detail a 27-hour flight across America in one of the latest 14 passenger multi-motored planes. The film was a pictorial narrative of the flight from California to New York and included many remarkable views over scenic and historical country, particularly the Western mountain areas. Close-up views were shown of the 14 largest cities on this 2,700 mile flight, hangars, passenger depots and landing fields, as well as the many aerial navigation safety aids, such as two-way radio telephone whereby pilots talk with ground stations and to other planes hundreds of miles away and the directive radio beam, whose dots and dashes hold the pilot on his true course even if the landmarks are not visible. The result of the recent vote of the members in regards to the annual Spring party, whether to make it a stag affair or a ladies' dinner-dance, was not announced, but it is our guess that the "fair sex" will win out. The membership committee reported that 18 new members were accepted during the month of January and over 10 new applications were received this month.

Marshall Field Buyers to Europe

E. G. Westlake and J. J. Tracy, of the wholesale and retail divisions of the Marshall Field & Co. perfume and sundries departments, left Chicago February 11 on their annual buying trip to Europe. Their itinerary will take them through France, Germany and England, with short trips to other countries if time will permit. They intend to make a special study of the foreign toilet goods market, especially the newer creations, and also to find new products to build up their present "Americe" line.

Cosmetic Displays for Exhibition

A number of leading producers of cosmetics and beauty preparations will present exhibits in Chicago's 1933 World's Fair, a Century of Progress, which opens June 1. The central idea of these displays, which will be housed in one of the pavilions of the General Exhibits Group, now standing on the fair grounds, will be to emphasize the progress made in the art of feminine beautification during the past hundred years.

An international aspect will be given the show by exhibits of Yardley & Co., Ltd., of London. This company will display cosmetics, perfumes and soaps, and will tell the story of advancement in the process of manufacture and in the use of these products for beautification. Among other exhibitors in the pavilion will be the Boyer International Laboratories and the Bristol-Myers Co. The Boyer company will display face creams of a wide variety, rouges, lip-sticks, face powders, perfumes and toilet accessories, while Bristol-Myers will present an exhibit of face creams, tooth paste and other products.

The General Exhibits Group of which the cosmetics

Pavilion is a part, comprises a series of pavilions totaling 1,030 feet in length, each housing a separate branch of industry and extending south from the Hall of Science. The group, designed by Harvey Wiley Corbett, of New York, is modern in design with the pavilions dramatically colored and brilliantly illuminated at night in a series of ever-changing effects.

Active in American Legion

Harlow P. Roberts, "Pepsodent" advertising manager, ended his term as commander of Chicago Post, American Legion, at the recent annual meeting. Victor Fabian, of Colgate-Palmolive-Peet Co., was elected a director for a three-year term.

Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 *Fourth Avenue, New York.)*

Drug Products Good and Bad

100,000,000 GUINEA PIGS, DANGERS IN EVERYDAY FOODS, DRUGS AND COSMETICS, by Arthur Kallet and F. J. Schlink. 312 Pages, Vanguard Press, New York. 1933. Price $2.00.

The authors of this attack on the food and drug industries and more particularly upon government regulation of foods and drugs know something about the drug industry and something about the enforcement of the Food and Drugs Act of 1906. In addition they have a considerable amount of courage as has the publisher of the book when they name products and manufacturers that they consider dangerous and unreliable.

Undoubtedly most of the manufacturers of drugs and cosmetics are willing to admit that not every drug store product is perfect and that probably many of them would be better off the market. A straight telling of the facts of the case by some recognized authority on foods and drugs might do a great deal to remedy this situation. An embroidered tale such as that of Messrs. Kallet and Schlink, whose previous experience and knowledge of the industry have been extremely limited, will probably not do as much real good but will undoubtedly sell a great deal better.

The sections of the book relating to cosmetics are by no means as violent as those devoted to other drug store products. The usual and normal toilet preparations are not criticized by the authors except with respect to price. This is not a very important matter even to the consumer, and it is one on which erroneous conclusions may readily be drawn from a casual study of the facts.

The book attacks thallium acetate depilatories at length and quite rightly. However, so far as is known, there are no thallium acetate depilatories on the market now, nor is there any prospect of one in the future. It takes the usual fling at "para" hair dyes, on which there is a difference of opinion, and on which some degree of justification for criticism may be conceded. Mouth washes are criticized not as harmful but as useless. Undoubtedly some of them fail to justify the claims made for them. This journal has urged more modest claims for years and will continue to do so. Dentifrices also come in for severe criticism and here again there is some measure of justification, for no class of toilet preparations has fallen so badly by the wayside in the matter of advertising claims.

The general thesis of the book, which is that the public must be protected at all hazards and that commercial considerations should be secondary, will scarcely be criticized. The remedies which the authors propose for present conditions, however, are quite another matter. Neither the public nor the industry would desire a new law of the type which the authors suggest, nor an army of bureaucrats running wild in the food, drug and cosmetic industries. That would not improve conditions. It would make them worse. An excellent example is the Volstead Act. Undoubtedly manufacturers will agree with the authors that there is room for improvement, but not by the methods they propose. The cure would be worse than the disease. In fact, the bad remedy would only spread and aggravate the disease itself. Not more and different law is required, but *adequate enforcement and a proper personnel for handling the law which we have already.* Every evil, real or imaginary, against which the authors inveigh in their book, can be cured without adding to the law at all and without increasing the facilities of the bureau materially. Perhaps this work will stir up enough interest to bring about that desirab'e result.

S. L. M.

Revision of Mann Work

DIE MODERNE PARFUMERIE, by H. Mann. Fourth Edition revised by Dr. Fred Winter. Published by Julius Springer, Vienna, (in German). Price $6.00.

The latest edition of Mann's *Moderne Parfumerie* revised by Dr. Fred Winter of Vienna impresses me as a book of real value. It is not simply a compendium of improved recipes of by-gone days, but offers formulas that are based on the development of modern type products, giving accurate data on the outstanding toilet preparations and perfume bases of the day.

I have personally made trial batches of several products according to the formulas given in the book, and I am convinced as to the accuracy of the methods and directions for manufacturing the various types of preparations listed.

During this period of reconstruction in the field of cosmetics, this book will be especially appreciated by the manufacturer who is seeking to develop a new and distinctive product. It may be heartily endorsed and recommended as a greatly improved, concise treatise presented by a man of evident scientific and practical training.

JOSEPH L. STUMMER.

Foreign Trade Information

Custom House Guide, 1932 Edition, Edited by A. G. McCourt, 1700 Pages and Map of Port of New York. Custom House Guide, New York, 1933. Price $5.00.

This valuable reference work becomes more and more important to the importer and exporter with

each edition. The latest of the series is more voluminous and much better than any of the preceding ones. The size has been increased to 6 x 9 inches at the suggestion of government officials, new type, larger and more legible, has been used and the arrangement has been improved considerably.

The book contains information regarding all Ports of Entry giving the names of officials in charge with a special section devoted to the Port of New York. The Customs tariff act is given in full, and immediately following it is an index of commodities covered in the act with the rate of duty on each and reference to the decision under which disputed articles are assessed. The Revenue Act of 1932 is given in full with explanation, and a large section is devoted to customs regulations. The book is elaborately and completely indexed and contains a map of the Port of New York 36 x 18 inches bound in the back.

The completeness, accuracy and handy character of the book make it worth many times the amount charged by the publishers.

Circulars, Price Lists, Etc.

Government Soap Factory, Bangalore, India—*An Album of Ancient Architecture in Mysore.*—This handsome book is a worthy successor of the previous volumes issued at the holiday season by the Government Soap Factory. It contains a brief descriptive foreword followed by a series of sixteen views of famous pieces of ancient architecture in the Mysore State. The album is handsomely bound in brown cloth and would be exceptionally interesting to a student of Indian art and culture. We appreciate the thoughtfulness of the proprietors of the factory in sending it.

* * * *

National Broadcasting Co., New York.—"*Forward Into* 1933"—This very handsome book of sixteen pages, 15 by 10½ inches, gives briefly details of radio broadcast advertising's progress during 1932 as well as of the entertainment value of radio. Among its most interesting features is a chronological list of leading broadcast events during the year.

Rossville Commercial Alcohol Corp., Lawrenceburg, Ind., and New York.—"*The Story of Perfume*" told in "*Rossville Alcohol Talks.*"—The familiar series of "Rossville Alcohol Talks" has been brought down to date by several of these interesting booklets which tell the story of perfume and relate the importance and use of alcohol in all stages of perfume manufacture. They begin tracing the development of the use of scent from ancient times and then outline the development of the perfume raw material industry and the relation of chemistry to it. The importance of reliable alcohol supplies in all stages of manufacture is stressed in the booklets. Others of the series show the relation of alcohol to the industries producing glass ware, paper, transparent wrapping materials and other articles in which the perfumer is interested, the latest in the series being that devoted to alcohol and glass.

* * * *

Beetleware Corp., New York.—*Price List and Folder on Molding Powder.*—The price list illustrates and gives prices on "Beetle" tableware together with brief instructions for washing. The folder consists of a description of "Beetle" molding powder and a large number of suggestions for its use. It also contains copies of the company's attractive advertising to trades and consumers. Copies of both may be had upon request.

* * * *

Phoenix Metal Cap Co., Chicago.—"*The Flame*" *for February.*—In honoring Washington's Birthday, this issue of "The Flame" contains a handsome linoleum cut of Washington as a young man and a facsimile of the Ulster County *Gazette* for January 4, 1800, which contains the proceedings of the House and the Senate on the death of George Washington. The remainder of the issue is, as usual, replete with interesting articles and the whole is excellently edited.

* * * *

E. Bontcheff & Co., Kazanlik, Bulgaria.—*Chart on Otto of Rose Production.*—The company has sent us through its American representatives, Dodge & Olcott Co., New York, an interesting chart on the production of otto of rose in Bulgaria since 1914. This is reproduced below.

E. BONTCHEFF & C°
Kazanlik - Bulgaria
DISTILLERS - EXPORTERS
of
OTTO of ROSES
DISTILLERIES AT TARNITCHENI, VETREN, NOVA-MAHALA

TABLE of COMPARISON

For ROSE GARDENS in dekars, CROPS, YIELD of ROSES per dekar, PRICE OF THE ROSES FOR THE YEARS 1927-1928-1929-1930-1931-1932

ACCORDING TO THE OFFICIAL STATISTICS

edited by: E. BONTCHEFF & C°

COUNTY of	1914 Rose gardens in dekars*	1914 Price of the roses per kilo	1927 Rose gardens in dekars	1927 Amount of roseflowers in kilos	1927 Yield of roses per dekar in kilos	1927 Price of the roses in levas per kilo	1928 Rose gardens in dekars	1928 Amount of roseflowers in kilos	1928 Yield of roses per dekar in kilos	1928 Price of the roses in levas per kilo
Karlovo	32.163	0,20 stotinki „GOLD" or 5,35 paper levas	30.025	5.707.340	190	12	30.977	3.121.877	101	12—15
Kazanlik	28.111		13.943	1.843.508	132	12	13.651	1.237.052	91	12—15
Plovdiv	11.157		6.145	1.021.700	166	12	6.759	306.310	45	12—15
Tchirpan	6.612		3.690	611.065	166	12	4.124	305.040	74	12—15
St-Zagora	3.748		856	141.498	165	12	945	73.614	78	12—15
Nova-Zagora	2.263		1.922	186.942	97	12	1.648	133.209	81	12—15
	82.035		56.581	9.512.044			58.104	5.185.102		

COUNTY of	1929 Rose gardens in dekars	1929 Amount of roseflowers in kilos	1929 Yield of roses per dekar in kilos	1929 Price of the roses in levas per kilo	1930 Rose gardens in dekars	1930 Amount of roseflowers in kilos	1930 Yield of roses per dekar in kilos	1930 Price of the roses in levas per kilo
Karlovo	35.448	4.567.854	129	20	36.636	4.702.487	128	22
Kazanlik	13.190	1.709.865	130	20—23	13.682	1.366.565	100	22
Plovdiv	7.536	799.535	107	20	8.026	640.268	80	22
Tchirpan	4.333	504.217	116	17—20	4.473	404.090	90	20—22
St-Zagora	778	78.743	101	20—23	786	118.000	150	22
Nova-Zagora	1.655	152.646	92	20—21	1.631	199.720	120	22
	62.940	7.812.859			65.204	7.812.859		

COUNTY of	1931 Rose gardens in dekars	1931 Amount of roseflowers in kilos	1931 Yield of roses per dekar in kilos	1931 Price of the roses in levas per kilo	1932 Rose gardens in dekars	1932 Amount of roseflowers in kilos	1932 Yield of roses per dekar in kilos	1932 Price of the roses in levas per kilo
Karlovo	38.928	4.695.334	121	7	38.750	4.688.410	121	7
Kazanlik	13.856	1.861.149	134	7	14.328	2.005.945	140	7
Plovdiv	6.674	442.161	66	7	6.708	824.962	123	7
Tchirpan	4.757	373.006	78	7	4.510	478.129	106	7
St-Zagora	715	83.050	116	7	1.079	177.100	164	7
Nova-Zagora	1.610	196.104	122	7	1.625	219.037	127	7
	66.540	7.650.804			67.000	8.384.583		

*1 DEKAR = 10 ares or 1000² metres
**1 Engl. pound = 460 Leva
1 dollar = 138 „
100 francs fr. = 538 „
1 RM = 32 „
100 francs S = 2654 „

NOTICE The total quantity of roses of the crop 1932 has been distilled according to us as follows

	ROSES in kilos	OTTO kilos	YIELD kilos	PER CENT of the CROP
COOPERATIVES	5.128.326	1173.444	3964	60%
DISTILLERS	2.123.420	541.460	3753	26%
CULTIVATORS	1.132.827	323.—	3500	14%
	8.384.583	2037.904		

E. BONTCHEFF & Co.

Fritzsche Brothers, Inc., New York.—*Wholesale Price List.*—The company has issued its February price list for the essential oils, aromatic chemical preparations, flavors and other raw materials with which it supplies the trade.

* * * *

Perfumery & Essential Oil Record, London.—*"Year Book and Diary."*—This is our British contemporary's annual year book number, and contains, as usual, a wealth of information for the perfumer and chemist as well as some very handsome advertising. Listed in the contents are tables of uses, odors and synonyms of synthetics and isolates; constants of essential oils and of synthetics and isolates; and an index and digest of practical articles appearing in the magazine.

* * * *

Innis, Speiden & Co., New York.—*Price List.*—The company's regular price list of chemicals and specialties dated February 1 has been received.

* * * *

Chemist & Druggist, London, England.—*Diary, 1933.*—Our British contemporary has favored us with one of its handsomely bound annual diaries. It contains everything an annual which is to serve as a valuable reference work should contain, and, what also is important, it boasts of an unbelievably large amount of advertising, which sets us to wondering if England has been spoofing us about this depression.

* * * *

Dodge & Olcott Co., New York.—*Card on "Red Poppy (de Laire)."* This card circular calls attention to a de Laire specialty. Attached is a blotting paper sample of the odor.

* * * *

Standard Specialty and Tube Co., New Brighton, Pa.—*Collapsible Tubes.*—The company has just issued an attractive new catalog covering all kinds of collapsible tubes as well as applicator pipes for every purpose, and filling, closing and clipping machines. Many of the company's products are illustrated in the catalog, which contains, in addition, much valuable information for those interested in packaging.

* * * *

Coty, Inc., New York.—*Circular.*—In response to many inquiries from the retail trade, Coty, Inc., has issued a four-page circular announcing that it will maintain the sales plan inaugurated last year. The circular states that the new policy proved successful in every respect, and quotes excerpts from letters from dealers who heartily commend it. As announced last year, the plan aimed to stabilize the Coty line and provide increased profits for the retailer. A limited number of sales agents, strategically located, were appointed to serve retailers, and were required to restrict Coty merchandise to reputable retail channels and to sell the merchandise at prices and terms stipulated by Coty.

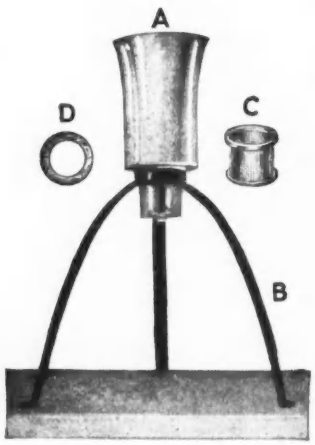
* * * *

Stokes & Smith Co., Philadelphia.—*Folder on Packaging Machinery.*—This very attractive and interesting folder illustrates and describes eight types of Stokes & Smith machinery suitable for packaging eight different kinds of products. Copies may be had by applying to the company.

New Equipment and Installations

UNDER this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

August Giese & Son, New York, has sent us descriptive matter and pictures of the new Berkefeld asbestos filter. The company says it "filters everything and does it quickly. Try it on some liquid you have never been able to get clear. The filtering medium is an especially prepared German asbestos. The infinitesimal amount of filtering material required is the surprise achievement in this new apparatus.



"In the picture, 'A' is a glass jar; 'B', iron stand; 'C', silver plated fine mesh cylinder; and 'D', paper washer. Instructions for operating are: place paper washer in glass jar. Set cylinder on same. Moisture swells washer and seals joint. Take ½ teaspoonful of the Berkefeld asbestos and stir in one pint of liquid and pour into jar. Return this into jar and fill jar quickly with the liquid to be filtered. Do not allow liquid to go below three inches above top of metal cylinder so as not to disturb coating around cylinder and thus cause channeling. If this should occur, pour all back and try it over again. All that is necessary is to see that mesh is completely coated with a very fine thin film of the Berkefeld asbestos."

New Materials

UNDER this heading are published brief descriptions of new products developed by our advertisers. The claims made for these products are supplied by them and are not to be considered as endorsements.

Majestic Metal Specialties, Inc., New York.—*New Lipstick Holder.*—"This new holder possesses the following special features: Swivel lipsticks; double bearing; slow motion with no wobbling; case does not discolor contents; lipstick does not recede when applied. It is available in all styles and shapes."

Advertisers Are Courteous

Powder Puff Shoppe

Your journal has been very valuable to us and the advertisers have also been very courteous. In other words, we would be lost without it.

Canadian News and Notes

IT was a lively, interesting and profitable dinner meeting that the Association of Canadian Perfumers and Manufacturers of Toilet Articles held at the Royal York hotel in Toronto on January 23. The main address was delivered by T. B. Dundas, of the Dominion Glass Co., Montreal, but there were some other interesting proceedings.

The dinner was presided over by J. R. Kennedy, of the United Drug Co., Toronto, who is president of the organization, and the activities were interspersed with songs by Cameron Geddes and singsongs in charge of Eugene C. Barton, recently appointed representative for Canada of Compagnie Parento, Inc.

During the Christmas holiday season a social function was held at the home of Mr. Kennedy at which several members of the organization were present, but many of the boys arrived late for the event and they were called before the bar at the January dinner to pay the penalty. Draped in gown and wig, there was a real live judge in the high-back chair on a specially constructed platform, and at the outset he made it clear to the members that the court was not a court of justice but a court of law, so that those before the bar would know what to expect.

Each deliquent was fined one cent for each minute late and the fines ranged all the way from eight cents to sixty-seven cents. In addition the permits of most of them were cancelled for various lengths of time. Those appearing before the court were L. P. Morrison, Automatic Paper Box Co.; F. A. Fielder, Fielder Paper Box Co.; H. F. McDermott, W. J. Bush & Co. (Canada), Ltd.; W. L. Linton, Northrop & Lyman Co.; M. L. Harris, Armstrong Cork & Insulation Co.; F. C. Black, Bernard Allen, Ltd., and Fred McBrien, Parfumerie Melba of Canada.

It cost Fred McBrien just forty-seven cents, but he pleaded his own case so well that the judge was disposed to cancel his former decision on the permit matter. When all was over, it was discovered that the judge himself, Sam Harris, had actually been the worst offender of them all with a sixty-seven cent fine chalked up against his name.

Winners and runners-up in the various sport contests which were held at the president's house were announced and prizes awarded.

Robert Dixon introduced Mr. and Mrs. Cameron Geddes, and E. P. Layton, Consumers' Glass Co., voiced the thanks of the members present. G. F. Jones, Consumers Glass Co., came from Montreal to introduce the speaker, Mr. Dundas. W. L. Linton thanked Mr. Dundas for his splendid address.

In addition to J. R. Kennedy, the president, those at the head table included: T. B. Dundas, G. F. Jones, R. Dixon, E. P. Layton, Sam Harris, W. L. Linton and James McKnight.

It was announced that the February meeting would be held under the supervision of the essential oil section of the association.

J. O. Deegan, Anchor Cap & Closure Corp., and Alex Burns were named a committee to arrange for a bowling tournament.

Canadian Factory for Ayer

Harriet Hubbard Ayer of Canada, Ltd., is the name of the branch of the well known parent company of New York which is being established in Canada. Commodious factory and office space has been secured at 480 W. Lagauchetiere street, Montreal, and will open in about six weeks or two months time. The firm intends manufacturing the whole line of its cosmetics and toilet articles, not only for the Canadian market, but for the United Kingdom as well.

Armand Manager Is Optimistic

Whether times are good, bad or indifferent, whether thrones totter and collapse or power potentates pass from the picture, taking in their train bushels of bills and gallons of gelt gathered by the gentry, there is one law of nature which remains immutable.

And that law is: women will keep on being beautiful.

They will do without sugar in their coffee, they will forego caviar and canapes, they will substitute hot dogs for roast beef, but they will never do without their face powder and other cosmetics that keep them in the running. At least this is the opinion of A. I. Stevens, vice-president and general manager of Armand, Ltd., one of the border's newer industries.

And Mr. Stevens should know because, since coming to the border cities in September, he has found it necessary to make additions to the plant, once for more manufacturing space and again for extra storage space. Also, the staff has been enlarged during the past month or so.

The Armand plant is running at capacity, and according to indications uncovered by the company's travellers who cover the country from coast to coast, women intend continuing to be beautiful at least until the end of 1933.

Ritchie Company's Good Showing

According to a letter which Harold F. Ritchie, president of International Proprietaries, has sent to shareholders, the company's annual statement for 1932 is about in line with the previous year's showing.

Mr. Ritchie estimated that net profits for 1932 will be about the same as those for 1931 which amounted to $1,233,347, after depreciation available for taxes, reserves and dividends. Net in 1931 after provision for income tax, bonus and pension fund, and writing off organization expenses, was $944,907, as against total dividend payments on the Class A and Class B stock during that year of $695,515. During 1932 the company paid the regular dividend of $2.60 per share on the Class A stock of which there are 224,265 shares outstanding.

"In the last two years," the letter states in part, "we have been able to get the Colombian, Venezuelan, Brazilian, Argentine, Australian and South African factories opened and working. Some of the benefits from these factories will be revealed in the year's trading. We have had increases in some countries and decreases in others."

To Raise Toronto College Requirements

The adoption of a higher standard of entrance requirements for the Ontario College of Pharmacy, which will in all probability become effective here, was discussed recently by the Council of the College at the semi-annual meeting of that body. While reserving an absolute decision on the question, the Council agreed that the entrance qualifications, which now require pass matriculation, should be raised to honor matriculation, a standard prevailing in most courses at the University of Toronto.

The adoption of honor matriculation requirements, according to the Council, would bring the entrance standards to the level of other professional courses and would also limit the number of graduate pharmacists. Contending that the profession will be unable to absorb the increasing number of graduates, the Council hopes that by raising the requirements, unemployment in the profession will be reduced. The Council will vote on the question at the next meeting in June.

Palmolive Appeal Decision Reserved

The Supreme Court of Canada reserved judgment on an appeal by the Palmolive Mfg. Co. (Ontario), Ltd., from an Exchequer court order for payment of sales tax on $3,300,000 worth of goods sold to the Colgate-Palmolive-Peet Co. of Canada. The Exchequer court decided the Ontario company should pay sales tax on the selling price of goods sold to the Dominion company over the period from January 17, 1924, to April 13, 1927, totalling $3,300,000. The commodities involved were soap and other toilet requirements.

The main appeal is from the order applying the tax to the price actually received rather than a fair market value. The Crown entered a cross-appeal arguing that both companies should be equally responsible. Mr. Justice McLean of the Exchequer Court held that the Dominion company was not liable. All the issued capital stock of both companies apart from qualifying shares are owned by the Palmolive Co. of Delaware, U. S. A.

Hill Heads Raffle Committee

J. B. Hill, of Parfumerie Melba of Canada, Ltd., Toronto, was appointed chairman of the raffle committee of the Travelling Men's Auxilliary of the Ontario Retail Druggists Association, which will arrange for contests for an automobile or other valuable prize. The awards will be made at the O. R. D. A. convention in Hamilton.

Hamilton Druggists Prepare for Convention

A good representation of Hamilton druggists gathered in Robert's Restaurant, Hamilton, Ont., on January 26 to organize the committee which will have charge of the coming Ontario Retail Druggists Association convention. William A. Crerar, president of the O. R. D. A., was in the chair, and after routine business of the association had been attended to, the matter of the O. R. D. A. convention was taken up, U. L. Campbell being appointed chairman, Chas. D. McGregor, vice-chairman, and Roy W. Parke, secretary-treasurer.

The decision was reached that a two-day convention should this year suffice so as to cut down the cost. However, it was stated that plenty of entertainment would be provided though not of as extensive a character as formerly. May 29 and 30 were favorite dates, with June 12 and 13 as alternative, depending upon arrangements with the hotels. The matter of deciding on the date was referred to the executive group.

The program tentatively decided upon was as follows:

Monday morning—O. R. D. A. opening business session.

Monday noon—Alumni luncheon.

Monday afternoon—Golf tournament and picnic running simultaneously.

Monday evening—Official reception and dance.

Tuesday morning and afternoon—O. R. D. A. business session.

Tuesday evening—Farewell entertainment.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

"Parker's Hair Balsam." Preparation for gray or faded hair. Hiscox Chemical Works, Patchogue, N. Y.

"Belinde." Cosmetic preparations. Semperit Oesterreichisch-Amerikanische Gummiwerke A.G., of I. Helferstorferstrasse 11-13, Vienna, Austria.

Central band of blue color and two adjacent bands of silver color. Cleansing substances and detergents. Enoch Morgan Sons Co., New York, N. Y.

"Coro-Noleum", "Wescol", "Westolite", and "CN" Soap. West Disinfecting Co., Long Island City, N. Y.

"Pear's Transparent Soap Tablet." Representation of a sylvan glade, showing three dancing nymphs and two children. Soap and toilet preparations, respectively. A. & F. Pears, Ltd., The Soap Works, Islesworth, Middlesex, England.

PATENTS

328,996. Powder Puff. John J. Quinn, Hamilton, Ont.

329,286. Jar closure. Phoenix Metal Cap Co., Chicago, Ill.

329,728. Container closure. Samuel Belsey and Patrick Cassin, co-inventors, both of London, England.

329,742. Hair cleansing product. Petroleum Derivatives Co., Montclair, N. J.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publisher Co., 432 Fourth Avenue
New York City

Trade Mark Registrations Applied For

(Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

311,261, 311,262.—Compagnie de Béthune, Bully-Les-Mines, France. (Dec. 20, 1930.)—Raw materials.

318,681.—Roundy, Peckman & Dexter Co., Milwaukee, Wis. (Aug. 1, 1884.)—Flavoring extracts.

324,619.—Edna Harbell Maley, Long Beach, Calif. (Dec. 15, 1931.)—Toilet preparations.

325,101, 325,103.—Friedrich Klein, Berlin-Neukolen, Germany. (Jan., 1931, March, 1930, respectively.)—Hair dyes and hair lotions.

326,725.—Harry Voyages, New York, N. Y. (Oct. 15, 1931.)—Hair tonic.

326,864.—Samuel A. Little, Charlotte, N. C. (Fet 1, 1932.)—Cosmetics.

327,358.—Independent Druggists' Alliance Distributing Co., Chicago, Ill. (Jan. 2, 1932.)—Tooth paste

329,710.—Hall & Ruckel, Inc., Brooklyn, N. Y. (1838; Aug. 15, 1932.)—Depilatories and deodorants.

329,719.—Quality Soap Mfg. Co., Milwaukee, Wis. (July, 1932.)—Hand soaps.

330,580.—National Milling & Chemical Co., Philadelphia, Pa. (Sept. 1, 1932.)—Soaps.

331,046.—St. Ann's Laboratory, Waterbury, Conn. (July 24, 1932.)—Antiseptic healing ointment; liniament.

331,142.—Campbell Labs., Inc., New York, N. Y. (Oct. 1, 1932.)—Cosmetics.

331,164.—Rimmel, Inc., West Orange, N. J. (Oct. 4, 1932.)—Toilet preparations.

331,266.—Reiss-Premier Pipe Co., West New York, N. J. (Sept. 22, 1932.)—Tooth paste.

331,270.—Page Perfumer, New York, N. Y. (Jan., 1931.)—Toilet preparations.

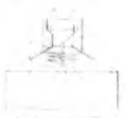
331,324.—Samuel Tinsky, Brooklyn, N. Y. (Sept., 1931.)—Brushless shaving cream.

331,373.—Jean Gray, Washington, D. C. (Oct. 10, 1932.)—Hair preparation.

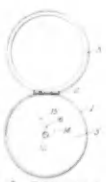
Trade Marks

Patents

P 1,895,061

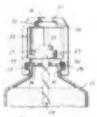


P 1,896,729



P 1,895,187

P 1,896,361



P 1,895,854

P 1,896,144

P 1,896,117

331,437, 331,438.—Park & Tilford, New York, N. Y. (July 16, and July 17, 1931, respectively.)—Toilet preparations.

331,590, 331,591.—J. C. Penney Co., New York, N. Y. (Sept. 26, 1932.)—Toilet preparations.

331,863.—Anre, Cosmetician, New York, N. Y. (Apr. 12, 1932.)—Toilet preparations.

331,875.—De Ciny Paris, St. Paul, Minn. (June, 1931.)—Toilet preparations.

331,879.—Clinton Tustin, Denver, Colo. (Oct. 25, 1932.)—Hair oil.

331,884.—Elizabeth Arden, Inc., New York, N. Y. (Sept. 26, 1932.)—Perfumes.

331,922.—Sani-Skalp Co., Beverly Hills, Calif. (Apr. 24, 1930.)—Oil shampoo.

331,954.—Holland Pharmacal Co., Philadelphia, Pa. (Oct. 2, 1932.)—Skin lotion for burns, etc.

332,068.—Theodor Leonhard Wax Co., Inc., Haledon, N. J. (Feb. 29, 1932.)—Beeswax.

332,090.—Perbodent Labs., New York, N. Y. (June, 1932.)—Dentifrices and mouth wash.

332,255.—Hynson, Westcott & Dunning, Inc., Baltimore, Md. (Dec., 1923.)—Antiseptics, disinfectants, tooth paste.

332,264.—Park Labs., New York, N. Y. (Sept., 1931.)—Liquid dentifrice and antiseptic.

332,288.—Ar. Winarick, Inc., New York, N. Y. (Mar. 3, 1932.)—Powder puffs and tooth, hair, nail and complexion brushes.

332,302.—York Pharmacal Co., St. Louis, Mo. (Apr. 4, 1932.)—Antiseptic preparation.

332,454.—Houbigant, Inc., New York, N. Y. (Nov. 18, 1932.)—Toilet preparations.

332,462.—New Yorker Cosmetic Corp., New York, N. Y. (Nov. 14, 1932.)—Toilet preparations.

332,611.—Bowles Bros. Co., Los Angeles, Calif. (July 11, 1932.)—Soaps.

332,645.—Chanel, Inc., New York, N. Y. (Jan. 1, 1921.)—Soap.

332,834.—Bond Mfg. Corp., Wilmington, Del. (Aug. 31, 1932.)—Shaving soap.

332,927.—Plymouth Products Co., Syracuse, N. Y. (May 16, 1932.)—Soaps.

Trade Mark Registrations Granted

(Act of March 19, 1920)

These registrations are not subject to opposition:

M300,818.—Dey Bros. & Co., Syracuse, N. Y. (Serial No. 319,019; June 17, 1931.)—Cosmetics.

M300,819.—Shamp-U-Tint, Inc., New York, N. Y. (Serial No. 319,832; July 1, 1931.)—Combined hair dye and shampoo.

M300,820.—Charles F. Sarno, Philadelphia, Pa. (Serial No. 319,909; June 24, 1931.)—Hair restorer.

M300,822.—Kaufmann Department Stores, Inc., Pittsburgh, Pa. (Serial No. 320,980; Oct. 30, 1931.)—Toilet preparations.

M300,825.—Grace Manning Beauty Products, New York, N. Y. (Serial No. 321,839; Nov. 17, 1931.)—Cosmetics.

M300,835.—Albert Durande, Inc., New York, N. Y. (Serial No. 323,893; May 26, 1931.)—Toilet preparations.

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c *each from Commissioner of Patents, Washington, D. C.*

1,895,061. Box of the Slide-and-Shell Type. Saville Perfumery Ltd., Watford, England.

1,895,187. Toilet Accessory. William Friedman, New York, N. Y.

1,895,854. Dispensing Device. George Lipshitz, New York, N. Y.

1,896,117. Vanity Case. Edna Sibley Tipton, New York, N. Y.

1,896,144. Receptacle and Closure Therefor. Hazel-Atlas Glass Co., Wheeling, W. Va.

1,896,361. Non-Sifting, One-Piece, Powder Box Drum. Inland Paper Box Co., Denver, Colo.

1,896,729. Self-Sealing Tube. Paul J. Jakubec, Charleroi, Pa.

Chain Druggists' Seagoing Convention

The annual convention of the Associated Chain Drug Stores sailed on the *Franconia* January 28, and after spending 6½ days at sea and 3½ days in Havana, returned to New York February 7. More than 200 members and guests sailed on the ship, and every member of the organization was represented by at least two delegates. There was in addition a large number of drug and toilet goods manufacturers. The entire affair was a most enjoyable one with deck sports, golf at the Havana-Biltmore Yacht and Country Club, races at the Havana-American Jockey Club and the president's dinner at the Gran Nacional Casino.

Among those who availed themselves of the opportunity of a convention and vacation cruise in one were: A. D. Henderson, Allied Products, Inc.; W. E. Wiseman, Armand, Ltd.; W. R. Kerner, Colgate-Palmolive-Peet Co.; E. E. Dickinson, Jr., E. E. Dickinson Co.; Arthur C. Drury, A. C. Drury & Co.; Mr. and Mrs. L. R. Sandahl, F. W. Fitch Co.; Mr. and Mrs. D. H. Haggerty and Mr. and Mrs. D. H. McConnell, Jr., Hinze Ambrosia Co.; Mr. and Mrs. Sherman Pruitt, Richard Hudnut; Mr. and Mrs. Charles L. Huisking, C. L. Huisking & Co.; J. S. Norton, Lambert Pharmacal Co.; R. B. Magnus, Magnus, Mabee & Reynard, Inc.; Gustav Bayer, Merck & Co.

Also, Mr. and Mrs. G. B. Davis, National Oil Products Co.; Mr. and Mrs. Turner F. Currens, Norwich Pharmacal Co.; S. J. McGivern, Owens-Illinois Glass Co.; Mr. and Mrs. Martin Gordon, Princess Pat, Ltd.; Mr. and Mrs. Carlton Palmer and son, R. D. Keim and Joseph C. Hearn, E. R. Squibb & Sons; William Bomar, Frederick Stearns & Co.; Mr. and Mrs. T. S. Strong, Strong, Cobb & Co.; H. J. Lehman and Hoyt R. Shehan, The Wildroot Co.; William Neagle, The J. B. Williams Co.; and I. S. Goodwin, Yardley & Co., Ltd.

Further Reviews of Trade Conditions

SINCE the January issue of this journal was published we have received two important additions to the group of opinions on business conditions published therein. These came from John H. Goode, president of the National Association of Retail Druggists, and Francis J. McDonough, chairman of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc. They read as follows:

Drug, Chemical and Allied Trades Section

FRANCIS J. MCDONOUGH, *chairman*: In order to obtain the consensus in the various trades allied with the Drug, Chemical and Allied Trades Section of the New York Board of Trade, our secretary, Ray C. Schlotterer, recently made a careful survey, and the majority opinion seems to be favorable towards an upward trend in business during the coming year.

Raw material dealers and manufacturers of standard, staple products on the whole, appear to have suffered a severe price decline during 1932, and their attitude is that as raw materials cannot go down any further, the next move must be upward.

The manufacturers of finished products selling at retail either at 25c, or 50c, per package have not reduced their wholesale selling price to the trade to any great extent, and as their raw material costs are less than ever before, the margin of profit in this line of trade has been, and is expected to continue, on a much larger percentage. Besides, a number of houses have curtailed their advertising temporarily hoping to ride along on their previous efforts, and it is believed that advertising in a large way will again be resumed so that the demand for products will materially increase.

There may have been some fear of the manufacturer's tax, but this has disappeared, because the Government now in power, and that which is to assume office at a later date, are adopting the attitude that expenses must be reduced; particularly taxes, if it is at all possible.

There is some danger facing us in "tariff tinkering," but the opinion is that with the experience we have had in the past, plus the wise counsel of those moving into power, many serious difficulties will be prevented.

Curtailment of governmental expenses, operations and appropriations will result in a balanced budget. Some adjustment in the foreign debt situation undoubtedly will be made, and if this is done, most of those interviewed feel that foreign currency will rise, and if this occurs, the fear of foreign countries flooding this market with products will be practically eliminated. There may be some adjustment necessary in price, but the majority opinion seems to be that this adjustment will be upward.

A number of houses frankly admit that they are storing supplies of raw materials, for the future, which will not deteriorate in quality, but on which they believe prices have reached bottom.

The general tendency noticed on the part of those interviewed seems to be one of optimism and certainly when confidence is restored, business will improve, more men will be employed, and the past will be forgotten. Our members firmly believe that this spirit of confidence will soon spread, and that in a short time general conditions will change in many lines of industry.

National Association of Retail Druggists

JOHN A. GOODE, *president*. Probably every member of the National Association of Retail Druggists has read the forecast for the business world in the columns of the many papers, magazines, etc., since the beginning of the New Year. Your reaction is likely similar to my own in that they are all but a guess.

The depression is now more than three years old and we are in the fourth year of it. If we may follow the analogy of history this in itself is encouraging evidence that the worst is behind us. However, I believe that in the present stage much of the proposed remedial legislation is erroneous in the main and would have a very injurious effect, in that it would have the effect of destroying individual initiative and finally adding to the now too heavy tax burden. Conditions are not good, but they may be made worse by dole or improper legislation. Instead of more legislation of a paternalistic type, we need economy in Government.

FRANCIS J. MCDONOUGH

JOHN A. GOODE

The main thing for any individual to do is to attend well and thoroughly to his own business. Socrates advised, "For strength, look within thyself," and he was regarded as the wisest of the ancients. We find in the Bible the declaration, "Seest thou a man diligent in his own business, he shall stand before kings."

The circulation of money and the return of prosperity are dependent very largely upon the success with which men and women manage their homes, merchants manage their stores and farmers manage their farms. A home is in the nature of an enterprise and if it is saving money, it is making for prosperity. A small store is an important enterprise and insofar as it is profitable, it is like many springs contributing to a stream. A farm is an enterprise and if profitably run likewise, it is a spring contributing to the mighty stream of commerce. Profitlessness of local enterprise whether it be a home, store or the farm is the key to

our situation. It is difficult for homes, stores or farms to be profitable under the present burden of taxation and it is the duty of Congress and of the State Legislators, the County Commissioners and the City Commissioners tc reduce the burden. Stability in business and in prices is dependent upon stable taxation and this is dependent upon the capacity of the Federal Government, State Governments, and Counties and Cities to balance their budgets. Each of them must reduce their expenditure just as practically every family in America has had to reduce its expenditures on account of reduced income. Every member of this Association should wire or write his Senator, Congressmen, State Legislators opposing any form of additional taxation and demanding a reduction in Governmental expense to balance the budget.

The most difficult aspect of our situation is that whereas prices and values have dropped from the high levels of 1928 and '29, taxation and debts still remain upon those high levels. There must be a reconciliation here. If this is not done, we will have the choice of bankruptcy or an unsound readjustment of our currency system. This is a matter for Congressional action. It is undoubtedly true that the Governmental authorities have lost sight of the value of the small man in our civilization. They have forgotten that the small merchant and small farmer are operating small enterprises each of which may be likened to a spring contributing to the mighty stream of our social and economic life. We can rebuild our civilization by a National and State policy such as will give a square deal to the small merchant and small farmer. I do not think we can rebuild otherwise. I am unwilling to be numbered amongst those who think we should change our form of Government. What we need is a change of direction and a change of the point of view. Those in charge of the law-making majority must understand the problems of the small man, simplify the Government and provide a measure of equality for all men in their relations to the Government and to economic policies. We must remove the unfair and unreasonable restrictions of the Trust Law in their relation to the small merchant. The enactment of the Capper-Kelly Bill now before Congress, is the first step in this direction. It should be vigorously supported.

All of us are undergoing hardships and very severe disappointments. This is a challenge to the morale of each one of us and we should respond like men. Men who throw up their hands and give up the struggle at a situation like this have simply failed to meet the test of a severe ordeal and the far better course is to realize that through co-operation, hard-work, frugality and diligence we can rebuild a far better civilization and a far better state of conditions than those which we have had in the past. I would rather just at this time to strike the note of courage and of faith than that of cheer. There is something heroic in every soul.

In my address of acceptance in Boston, I proposed that a new Declaration of Independence for the Retail Druggists be adopted and with the support of a new courage and faith, I am satisfied that this can be accomplished. There is every indication that the manufacturer desires to work closer with the independent retailer than ever before. Plans are underway and they are fair plans to give him this opportunity.

New York Market Report

BUSINESS in essential oils during the last four weeks has been very slow. Following a spurt in January which brought encouragement to dealers and importers, the market subsided into a very quiet position and continues slow with inquiries and orders limited and prices by no means as stable as they might be. The lack of interest on the part of the consumers extends to virtually all products on the list. Only a few items are moving in normal volume and sales of most are far below the levels of an ordinary active market.

Prices have not declined very much during the month, principally because, on most oils, the bottom has been reached already. Further, dealers have found that reductions in quotations do not result in any business but rather tend to make consumers hold off still longer from purchasing or induce them to buy in very small lots in the belief that levels may decline still more before large purchases could be absorbed.

Citrus oils continue weak, especially orange and bergamot. Both seem to be in heavy oversupply, and the demand at this time of the year is never particularly active. Additional sources of orange oil are being reported almost daily with the result that world overproduction has evidently arrived. Prices on orange show little prospect of any nearby recovery. Lemon is a bit steadier than are other oils in the group, but it is none too stable.

There has been practically no change in the situation in domestic oils. Buyers are not in the market, but prices remain quite steady on peppermint and spearmint since stocks in hand are not so weak as usual. Wormseed is unchanged, but the usual Spring demand for the item is expected to help the situation within a comparatively short time.

Floral products remain very weak with pressure to sell in evidence abroad and offerings of agents here affected to some extent by this fact. Buyers are taking only small lots for immediate needs. No large buying is to be expected until a more stable condition is accomplished.

Synthetics and Derivatives

Some degree of steadiness is in evidence in this section of the market. There has not been much call for goods, but makers and importers generally are in control of the situation, and, while current prices are frequently shaded, there have been very few actual reductions in the levels which have prevailed during the last few weeks.

Coumarin is somewhat unsettled, and there have been rumors of coming reductions in vanillin as well, although makers thus far disclaim any knowledge of such contemplated action. Linalool and geraniol are quiet owing to slack demand from the soap trade and the fact that natural products producing the same results are to be had at the lowest prices in some years. There is a steady demand for artificial musks which remain at former levels. Other items show little change from day to day. Until business shows some improvement it is to be expected that values will be somewhat unstable with reports and rumors of shading, and even of cutting, prevalent.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	$2.20@	$2.40
S. P. A.	2.50@	2.75
Sweet True	.40@	.45
Apricot Kernel	.27@	.35
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	2.20@	2.80
Angelica	22.00@	35.00
Anise, U. S. P.	.36@	.40
Araucaria	1.75@	1.85
Aspic (spike) Spanish	.55@	.65
French	.70@	.90
Balsam Peru	6.00@	
Balsam, Tolu, per oz.	4.25@	
Basil	40.00@	
Bay	1.65@	2.00
Bergamot	1.40@	2.00
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchtar, crude	.15@	
Birchtar, rectified	.50@	.55
Bois de Rose	1.10@	2.15
Cade, U. S. P.	.28@	.32
Cajeput	.55@	1.00
Calamus	3.00@	
Camphor "white"	.13½@	.20
Cananga, Java native	1.85@	2.00
rectified	2.25@	
Caraway	1.65@	1.75
Cardamom, Ceylon	14.00@	25.00
Cascarilla	60.00@	
Cassia, 80@85 per cent	.80@	
rectified, U. S. P.	1.00@	1.20
Cedar leaf	.61@	.65
Cedar wood	.28@	.30
Cedrat	4.15@	
Celery	8.00@	8.50
Chamomile (oz.)	2.50@	7.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	8.00@	13.50
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.39@	.45
Java	.53@	.60
Cloves Zanzibar	.71@	.85
Cognac	22.00@	28.00
Copaiba	.50@	.60
Coriander	3.80@	4.25
Croton	2.35@	2.50
Cubebs	2.70@	3.00
Cumin	7.25@	7.75
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.15@	3.40
Elemi	1.45@	
Erigeron	1.30@	1.60
Estragon	38.00@	
Eucalyptus	.27@	.30
Fennel, Sweet	1.15@	1.30
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose		
Algerian	4.25@	4.50
Bourbon	4.10@	4.35
Spanish	16.00@	
Turkish	2.15@	2.45
Ginger	3.75@	4.00
Gingergrass	3.00@	3.15
Grape Fruit	3.15@	3.50
Guaiac (Wood)	2.85@	
Hemlock	.73@	.80
Hops (oz.)	6.00@	7.00
Horsemint	4.25@	
Hyssop	40.00@	
Juniper Berries	1.40@	1.65
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	1.85@	3.50
Lemon, Italian	.75@	.90
Calif.	.75@	.90
Lemongrass	.46@	.55
Limes, distilled	7.00@	8.50
expressed	10.00@	10.50
Linaloe	1.30@	1.75
Lovage	27.50@	
Mace, distilled	.95@	1.15
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	8.50@	10.00
artificial	1.60@	1.85
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, pure	90.00@	150.00
Petale, extra	120.00@	175.00
Niaouli	3.45@	
Nutmeg	.95@	1.15
Olibanum	6.50@	
Orange, bitter	1.70@	2.00
sweet, W. Indian	1.15@	1.25
Italian	1.05@	1.35
Spanish	2.65@	2.75
Calif. exp.	.90@	1.10
dist.	.55@	.70
Origanum, Spanish	.95@	
Orris root, con. (oz.)	4.00@	5.00
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	6.50@	
Patchouli	3.05@	3.50
Pennyroyal, American	1.85@	2.15
French	1.40@	
Pepper, black	6.50@	
Peppermint, natural	1.85@	2.10
redistilled	2.20@	2.50
Petitgrain	1.10@	1.45
French	2.10@	2.60
Pimento	1.40@	1.60
Pine cones	3.00@	
Pine needle, Siberia	.62@	.65
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, imitation	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemary, French	.30@	.40
Spanish	.26@	.35
Rue	2.25@	
Sage	2.15@	
Sage, Clary	22.00@	37.50
Sandalwood, East		
India	6.00@	7.00
Australia	3.00@	
Sassafras, natural	.60@	.70
artificial	.20@	.30
Savin, French	1.85@	2.00
Spearmint	1.05@	1.50
Snake Root	8.00@	10.00
Spruce	.73@	.80
Styrax	7.00@	
Tansy	1.70@	2.00
Thuja	1.50@	
Thyme, red	.60@	.70
White	.70@	1.00
Valerian	8.00@	10.00
Verbena	3.75@	7.00
Vetivert, Bourbon	4.75@	6.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.40@	
Wintergreen, Southern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	2.10@	2.25
Wormwood	2.60@	3.00
Ylang-Ylang, Manila.	29.00@	35.00
Bourbon	4.00@	8.00

TERPENELESS OILS

Bay	5.25@	5.75
Bergamot	8.00@	10.00
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	65.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	5.00@	6.00
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P. VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	2.00@	3.00
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	50.00@	
C 9	70.00@	125.00
C 10	50.00@	82.00
C 11	40.00@	75.00
C 12	75.00@	105.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	20.00@	40.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.40@	1.75
Amyl Cinnamate	2.50@	
Amyl Cinnamic Aldehyde	3.90@	4.00
Amyl Formate	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75
Amyl Salicylate	.90@	1.20
Amyl Valerate	2.50@	3.00
Anethol	1.00@	1.25
Anisic Aldehyde	3.35@	
Benzaldehyde, U. S. P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	2.90@	3.25
Benzyl Iso-eugenol	18.00@	27.00
Benzyl Propionate	2.00@	5.50
Benzylidenacetone	2.50@	4.00
Borneol	1.60@	2.25
Bornyl Acetate	1.75@	8.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol	2.85@	3.50
Cinnamic Aldehyde	2.50@	3.50
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.60@	3.00
Citronellal	2.40@	3.00
Citronellol	2.40@	2.75
Citronellyl Acetate	4.50@	8.00
Coumarin	3.50@	
Cuminic Aldehyde	62.00@	
Dibutylphthalate	.30@	.36
Diethylphthalate	.32@	.37
Dimethyl Anthranilate	6.25@	7.00
Dimethyl Hydroquinone	3.75@	5.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	4.00@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.75@	1.00
Eugenol	2.40@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	5.00@	10.00
Geranyl Formate	4.25@	10.00
Heliotropin, dom.	2.10@	2.40
foreign	2.50@	
Hydratropic Aldehyde	25.00@	27.50
Hydroxycitronellal	3.60@	10.00
Indol, C. P. (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.50
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthol, Japan	3.25@	4.00
Synthetic	2.25@	3.00
Methyl Acetophenone	2.20@	3.00
Methyl Anthranilate	2.50@	3.00
Methyl Benzoate	1.40@	1.75
Methyl Cinnamate	3.00@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	3.75@	6.00
Methyl Heptine Carb.	20.00@	36.00
Methyl Iso-eugenol	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol	4.65@	6.00
Methyl Phenylacetate	4.65@	6.00
Methyl Salicylate	.42@	.50
Musk Ambrette	6.50@	7.50
Ketone	7.50@	9.50
Xylene	2.50@	3.00
Nerolin (ethyl ester)	1.50@	1.75
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol Methyl Ether	4.50@	7.00
Paracresol Phenyl Acetate	14.00@	20.00
Phenylacetaldehyde 50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	2.50@	4.00
Phenylethyl Acetate	7.00@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl Butyrate	16.00@	20.00
Phenylethyl Formate	18.00@	
Phenylethyl Propionate	12.00@	
Phenylethyl Valerate	16.00@	
Phenylpropyl Acetate	8.00@	11.00
Phenylpropyl Alcohol	6.00@	12.00
Phenylpropyl Aldehyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.32@	.36
Santalyl Acetate	22.50@	
Skatol, C. P. (oz.)	7.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P.	.36@	.40
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil)	5.15@	6.00
(guaiacol)	4.65@	5.25
Vetiveryl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.90
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para	1.00@	1.25
Angostura	1.60@	2.06
Vanilla Beans		
Mexican, whole	3.00@	4.50
Mexican, cut	2.50@	2.75
Bourbon, whole	.80@	1.50
South American	2.00@	2.50

DRUGS AND SUNDRIES

Acetone	.11@	.15
Alcohol, 190-proof, gal.	2.37½@	2.63½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.19@	.22
Peru	1.30@	1.50
Tolu	.90@	1.15
Fir, Canada, gal.	9.00@	12.00
Oregon	1.00@	1.20
Beeswax, white	.40@	.45
Yellow	.22@	.30
Bismuth sub-nitrate	1.10@	1.35
Boric acid, ton	165.00@	175.00
Calamine	.16@	.20
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.13@	.15
Sulfate	.03¾	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03½@	.06½
Cherry laurel water, gal.	1.25@	
Citric acid	.35@	.40
Civet, ounce	3.75@	4.50
Cocoa butter	.18@	.20
Clay, Colloidal	.03@	.03½
Formaldehyde	.06½@	
Fuller's Earth, ton	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	1.15@	2.00
Gum Arabic, white	.20@	.22
amber	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.25@	.40
Henna, powd.	.14@	.28
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.24@	.55
Magnesium, Carbonate	.06¾@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, vegetable (See Soap Sec.)		
Olibanum, tears	.13@	.30
siftings	.08@	.13
Orange flower water, gal.	1.50@	
Orange flowers	.40@	1.00
Orris root, powd.	.20@	.75
Paraffin	.03½@	.05
Patchouli leaves	.16@	.20
Petrolatum, white	.06½@	.10½
Phenol	.16@	.20
Potassium, carbonate	.13@	.16
Hydroxide (See Soap Sec.)		
Quince seed	1.75@	2.00
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red	.55@	.85
pale	.40@	.50
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood, chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. crys.	.01¾@	.02¼
Phosphate, tri-basic	.03½@	.04
Spermacetti	.22@	.25
Styrax	.40@	3.35
Sulfur, precip.	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1	1.20@	1.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc, Peroxide	.18@	.21
Oxide	.13½@	.15
Stearate	.21@	.28

Soap Industry Section

CONDUCTED BY Dr. E.G.THOMSSEN

Soap for the Mount Everest Expedition

Five members of the Mount Everest Expedition left London for India on January 21. It is of interest to note that the most scrupulous scientific care has been taken in the provision of general equipment and stores. The abnormal physically exacting requirements of the great climb necessitate that only the very best and most suitable stores should be taken.

Soaps and toilet preparations have been afforded very close attention by the leaders of the expedition. The high altitudes, extreme cold and piercing winds render the skin particularly sensitive to irritants. Thus, only the purest vegetable oil soaps have been chosen for use by the expedition, especially those which lather easily, possess good detergent ability and yet do not lack high emollient qualities.

Potato Soap Patent

A recent British Patent, No. 356,847, protects the manufacture of a soap containing potato as the principal ingredient. The potatoes are first boiled with dilute sulphuric acid, and the boiled mass is passed through a press. The mash is then agitated with weak alkali, and after settling for a specified time, the surplus liquor is decanted leaving the mash as residue. The latter is boiled with caustic potash lye and all evaporation losses compensated, and palm or similar oil is introduced together with a further addition of caustic lye which must contain a small percentage of tetrethyl ammonium hydroxide.

Casein dissolved in boiling water previously treated with caustic ammonia is added to the mass after saponification is complete. The supernatant liquor is subsequently drawn off the soap, and the latter is then cooled and worked in the usual way.

Fractional Saponification of Fats

E. De'Conno & L. Finelli (Annali Chim. Appl., 1932, 22, 407-416); By fractional saponification it is possible to detect the presence of vegetable oils in lard. From the saturation equivalent the molecular weight of the insoluble non-volatile fatty acids from the saponified and unsaponified glycerides is calculated and the difference of the values is taken. The difference is up to 60 in presence of adulterants. The presence of coconut oil can be substantiated by taking the difference of the iodine values determined on the insoluble non-volatile acids obtained from the saponified and unsaponified fraction. The difference for genuine lard is about 17.—*British Chemical Abstracts.*

Soaps in New British Pharmacopoeia

In the new British Pharmacopœia, there are three official soaps, as in the present edition, *Sapo Animalis* (curd soap), *Sapo Durus* (hard soap), and *Sapo Mollis* (soft soap).

In each case the monographs have undergone considerable change. *Sapo Animalis* and *Sapo Durus* are both required to contain 20-30 per cent of water, as compared with the present standard of not more than 30 per cent., and in each case the limits for free caustic alkali and carbonated alkali are fixed at 0.02 per cent. and 0.25 per cent. of Na_2O respectively, while for free fatty acids the maximum permissible is 0.2 per cent., and for free fat (unsaponified + unsaponifiable) 0.5 per cent. The fatty acids from *Sapo Animalis* are required to have a titre of not less than 42° C., and those from *Sapo Durus* are required to comply with the usual tests for olive oil and for freedom from cottonseed, sesame and arachis oils. In addition, *Sapo Durus* is to contain not more than 1 per cent. of impurities insoluble in hot alcohol (chloride, etc.).

Sapo Mollis is now required to yield a minimum of 44 per cent. fatty acids, which shall comply with the tests for olive oil, to contain not more than 3 per cent. of alcohol-insoluble substances, not more than 0.047 per cent. free caustic alkali, as K_2O, nor more than 0.235 per cent. carbonated alkali, as K_2O, and the free fat must not exceed 0.5 per cent.—*Perfumery & Essential Oil Record.*

Auxiliary Solvents for Dry-Cleaning Soaps

C. L. Bird (*J. Soc. Dyers and Col.*, 1932, 48, 256-260).—Using K oleate (4% of free oleic acid) as a typical dry-cleaning soap, the suitability of 60 org. substances as auxiliary solvents for the purpose of rendering such soaps sol. in white spirit (b.p. 155-175°) has been examined as previously described (B., 1932, 434). Clear, non-viscous solutions containing H_2O were usually obtained with the addition of 40-60% of an auxiliary solvent. Such solvents must contain a OH group, be a solvent or potential solvent for K oleate, and be oil-sol. and only slightly sol. in H_2O. The H_2O-carrying powers of substances (auxiliary solvents) in the same homologous series increase with rise in b.p. until the OH group present loses its reactivity, *e.g.*, as in oleyl alcohol; this rule is applicable to isomeric substances which can be compared with each other and also with substances of different mol. wt. but having similar structural formulæ. Bu_2 tartrate is an extraordinarily efficient auxiliary solvent. —*British Chemical Abstracts.*

Soap Substitutes

Their Significance to the Manufacturer and User of Soap—Their Classification and the Methods of Their Formation

by H. T. Heiser, B. S., Chem. Eng.

THE search for soap substitutes is not new. It has been known for a long time that soap, while being an excellent product in many ways, still possesses certain disadvantages which are particularly troublesome to the industrial user and especially in the textile industry. Thus, as far back as the early Eighties of the last century, sulphonated castor oil or turkey red oil, which was first used only as an oil mordant in alizarin dyeing, began to be used in the place of soap for various textile operations. Thereafter various other sulphonated oils or chemicals were produced and sold as soap substitutes, principally to the textile industry. But all these products were not soaps and did not have any appeal to the domestic user. It is only within very recent times that chemists have been able to develop cleansing agents, other than soaps and not related to soaps in any other sense than that they are manufactured from products which are derived chemically from soap-making oils, such as coconut oil, but which possess that most distinctive property of soap, namely the ability to give a lather with water.

It is this step in the search for soap substitutes that now puts the entire matter on a different plane, for it is evident that these new products can and will find favor with the user of toilet soap and laundry soap in the home. Of course, there is always the question of cost, and while it is not certain at the moment just how this situation will develop and what progress, if any, these products will make as general substitutes for soap, nevertheless a start has been made and surely everyone interested in soap must be concerned with acquiring at least a general knowledge of these products and of the development in general.

Soap has now a potential competitor with a substance or substances, that are not soaps, which are claimed to lack all the faults of soap, but which lather just as readily as soap. To understand the development it is necessary to appreciate what have been and are the good and bad points of soap and how the new products succeed in overcoming the disadvantageous properties of ordinary soap.

Faults and Advantages of Soaps

It is not necessary to discuss these properties in detail, because they are too well known, but their listing here will serve to refresh the memory and indicate the weak parts in the soap structure which have apparently been successfully used by the chemist in his attack on the soap monopoly.

What are the advantages of soap? The chemist had to bear these in mind in his attempt to supplant soap with chemical cleansers. Soap is cheap. It is made from raw materials obtainable in abundance practically all over the world. It has excellent cleansing powers because it wets the dirty product well and also possesses fairly effective emulsifying properties. Finally, it has the property of giving to the hands and the body a pleasant and soft feel, and it affects textile fabrics in the same manner. A successful soap substitute must possess most, if not all, of these properties or all of them to some degree, particularly if it is to enter the domestic field.

The faults of soap are also important, for it is these faults that the new cleansing agents are claimed to lack. Soaps are liable to become rancid, although this does not happen often because of the great care taken in their manufacture. Soap does not resist acid, which decomposes it to liberate free fatty acids, possessing no detergent action. It cannot be used in sea water or other salt water, nor does it resist the action of ordinary hard water, containing lime and magnesia salts. Some have estimated that about one-third of the soap consumed is wasted because of the common hardness of water. Furthermore, soap hydrolyzes in water to liberate free alkali and this is an intrinsic disadvantage, which has always agitated the soap chemist and tested his ingenuity to overcome it.

A word might be said about the dissociation of soap in water and the efforts made to produce a soap which either would not dissociate or which would be so constituted that in dissociation the reaction of the solution would be neutral. Such a soap was sold some years ago. It dissolved in water to neutral solution with phenolphthalein, but it had so many disadvantages, particularly softness of the cake, causing it to disappear quickly during use. It was so high in price that it could not endure. Nevertheless users were well pleased with it, especially dentists and doctors who wash their hands many times daily. It was the product of a soap chemist and shows that the soap chemists themselves are not altogether inappreciative of the faults of ordinary soap.

Development of Substitutes

But the development in soap substitutes took practical form in other directions. Turkey-red oil was not found as effective in cleansing, wetting, lathering and emulsifying action as desired, and the attention of chemical enterprise was called to the possibility of other sulphonated products. One line of progress was in the production of sulphonated hydrocarbons, both aromatic and aliphatic. The patent literature became replete with new products of these types. Some of the more important of these products, introduced recently, are described.

A very recent process is concerned with the manufacture of wetting agents, scouring agents and the like from the hydrocarbons contained in lignite tar oil. These hydrocarbons are first mixed with at least 50 per cent of aromatic or hydroaromatic hydrocarbons or

their derivatives, and then the mixture is subjected to sulphonation. The starting materials are solar oil, yellow oil, gas oil, paraffin oil and other mixtures of hydrocarbons obtained from the lignite tar oil. The aromatic or hydroaromatic hydrocarbons and derivatives are, for example, benzene, xylene, solvent naphtha, napthalene, tetrahydronaphthalene, chlorobenzene, chloronaphthalene, anthracene, and their mixtures.

For example, 300 parts of solvent naphtha are mixed with 300 parts of solar oil and then subjected to the action of 600 parts of chlorosulphonic acid at 30 degrees C. with constant stirring. After the unchanged solar oil and solvent naphtha have been removed, the sulphonic acids formed in the treatment are converted into the sodium salt and isolated in this form. The yield is 680 parts. It is also possible to treat mixtures of solar oil and chlorobenzene, solar oil and xylene, etc., in the same manner.

The interesting feature of these particular products is that rather low grade oil, lignite tar oil, can be converted into cleansing agents of reputed value. The process is naturally cheap and so are the products. They are of the type that have been supplanting soap for textile purposes, and their price is no deterrent factor in competition with soap. They are not the best type of soap substitutes by any means, but their wetting and emulsifying powers have been proven to be better than soap, and so they are preferred in textile operations.

Other Developments

Earlier development in this field included a great many chemical compounds derived from aromatic hydrocarbons rather than mixtures of various substances as in the former instance. Thus sodium, potassium, and ammonium salts of naphthalenesulphonic acid, anthracenesulphonic acid, acenaphthenesulphonic acid, acenaphthylenesulphonic acid, mesitylenesulphonic acid; also of amylnaphthalenesulphonic acid, methylnaphthalenesulphonic acid and many other alkyl-aromatic hydrocarbons in sulphonated form were employed. These products were found to be excellent emulsifiers and cleansers, and their use extended in many other fields, aside from soap proper and textile, such fields as making emulsified lubricants, emulsified chemicals emulsified coating compositions, etc., in which soap was formerly used to some extent anyway.

Allied to these products are the naphthenic acid soaps. These soaps are made from naphthenic acids which have acid numbers of 200 to 280 milligrams of potassium hydroxide. These are, the naphthenic acids of medium and low molecular weight, while the high molecular weight naphthenic acids have not as yet found common use for this purpose. The technical grades, which are reddish to brownish-black in color, are employed rather than the chemically pure grade which is too expensive. The real disadvantage of these products is their penetrating odor which is transmitted to the soaps themselves, much like the odor of fish oil is found in fish oil soaps.

The deodorization of these acids is not an easy task, but it has recently been reported that a light colored, almost odorless naphthenic acid has been obtained at a price not much higher than the technical grade price. The soaps obtained with this product are also practically odorless. However, this acid was found to be completely saponified to a clear liquid soap, and this was assigned to the deodorizing process. Still by the admixture of sufficient fatty acids and filtering a clear liquid soap was obtained, which could be easily converted into a creamy or solid soap.

The naphthenic acid soaps lather very easily in very great water dilution and when shaken thoroughly or otherwise agitated. On the other hand when the soap is used on the hands, just like ordinary soap, a satisfactory lather is not obtained. The soaps made from low molecular weight naphthenic acids are not so bad in this respect as the other naphthenic acid soaps. Nevertheless, experiment has shown that the addition of a few per cent of naphthenic acid to ordinary soap will increase both the lathering quality and the cleansing action of the soap.

(*To be Continued*)

Dry-Cleaning Soaps

Formerly a dry-cleaning soap consisted normally of a solution of a very acid soda, potash, or ammonia soap of oleic acid, in petroleum naphtha or benzine, to which was added a proportion of methylated spirit. Later a special fraction of petroleum, known as "white spirit" was employed and during recent years the range of materials for the preparation of dry-cleaning soaps has been considerably expanded, not only by the introduction of new solvents, such as the chlorinated hydrocarbons (trichlorethylene, tetrachlorethane, etc.) and hydrogenated aromatic phenols (cyclohexanol), but also by the substitution of compounds of triethanolamine for the ordinary oleic acid soaps. The whole subject of the best soap to use for the purpose, the optimum amount of free acid, the best solvent, and the value of the more recently suggested additions, has been under investigation during the last two years in the laboratory of the National Federation of Dyers and Cleaners.

He concludes that when using white spirit as solvent, the best proportion of soap is about 0.25 per cent., any excess beyond this having a tendency to diminish the cleansing effect, and the best soap is one made from potash with 5-10 per cent. of free oleic acid, this being superior to an ammonia soap. The maximum cleaning effect is produced in 20-30 minutes and at a temperature of 25-30° C. Triethanolamine soaps are not considered at present to be a practical proposition, and addition of cyclohexanol is unnecessary and uneconomical. The goods to be cleaned should not, when working with white spirit, be completely dried before cleaning, or if dried, should be allowed to regain their natural moisture.

Variations in the solvent have also been tried, those compared being light petroleum spirit, white spirit, solvent naphtha, carbon tetrachloride, and trichlorethylene. It is concluded that the lower boiling fractions of petroleum have a more rapid cleaning action than the higher ones, and that solvent naphtha and the chlorinated hydrocarbons are even more rapid in their effect, although if the treatment is continued for 20-30 minutes, the difference between the action of the various solvents almost disappears.—*Perfumery & Essential Oil Record.*

Soap Materials Market

Vegetable Oils

Consumers of vegetable oils have been buying substantial quantities of various grades of oils both for nearby and forward deliveries, and, for the most part, prices have remained quite steady.

Coconut oil sold at 3⅛c lb. New York, and 2¾c lb. Pacific Coast early this month, and further quantities are available at these levels for shipment through to September. A good volume of business has been reported recently.

Crude cottonseed oil is steady at 2¾c lb. in the South East and Valley, and bids at ⅛c lb. lower have been declined, with occasional sales reported at 2⅞c lb. South East for nearby delivery. Crude corn oil sold early this month at 3⅛c lb. tanks Midwest Mills, an advance of ¼c lb. from late last month. Domestic soyabean oil is steady at 3c lb. tanks Midwest Mills, and fair quantities have been sold at this price to the paint trade because of the higher price for linseed oil.

Palm oils have been in good demand for future shipments from abroad—soap makers have been taking on round lots at prevailing low prices compared to other fats and oils. The textile trade has been a little more active with the result that sulphur olive oil foots and commercial olive oil have been in good demand for nearby deliveries, and the markets have become somewhat steadier.

A. H. Horner.

Tallow

Most items on the fat list are marking time awaiting developments. The slight return of confidence in the future, with its resultant increased buying of raw materials, would lift prices from the extreme low levels prevailing. It is true that the larger soapmakers have bought March and April fats and are interested in further quantities, but would make a heavier coverage if they had confidence. Export buyers from Europe have also taken a fair tonnage from the domestic market.

The price of fancy tallow is considered 2⅜c to 2½c loose; No. 2 tallow is 2c. Last sales of best quality house grease were at 1⅞c per pound loose.

In the Middle West a fair volume of March and some April prime packers' tallow was moved last week at 2¾c Chicago basis.

E. H. Frey.

Vapors from Irradiated Oils

R. S. Harris, J. M. W. Bunker, and N. A. Milas (J. Bact., 1932, 23, 429-435); The vapors of a number of oils have a bactericidal action, and others exhibit this property only after irradiation. In general animal oils are more active in this respect than vegetable oils. Their action is ascribed to the presence of volatile compounds containing peroxidic ozone, the formation of which is accelerated by irradiation. — *British Chemical Abstracts.*

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	$0.02	@	
Edible	.03½	@	
Fancy	.03⅞	@	
Grease, white	.02⅛	@	
House	.01¾	@	
Yellow	.01¾	@	
Lard	.04¼	@	.06

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks	.04¾	@	
Corn Oil, 95% T.F.A. tanks	.03½	@	
Red Oil, distilled, tanks	.05	@	
Saponified	.05½	@	
Stearic Acid, single pressed	.07½	@	
Double pressed	.08	@	
Triple pressed	.10¾	@	

Soap Making Oils

Castor No. 1, tanks	.08½	@	
No. 3, tanks	.08	@	
Coconut, Ceylon Grade, tanks	.02¾	@	
Cochin grade, tanks	.02⅞	@	
Manilla grade, tanks	.02¾	@	
Corn, crude, Midwest mill, tanks	.03	@	
Cotton, crude, Southeast, tanks	.02⅞	@	
Refined	.03⅞	@	
Foots, 50% T.F.A.	.01	@	.01⅛
Lard, common No. 1 barrels	.06	@	
Olive, denatured, max. 5% F.F.A. drums, gal.	.56	@	.58
Foots, prime, green, barrels	.04½	@	
Palm, Lagos, max. 20% F.F.A., drums	.02⅞	@	
Niger, casks	.02¾	@	
Palm, kernel, tanks	.03¾	@	
Peanut, crude, barrels	.06½	@	
Refined, barrels	.08	@	
Soya beans, max. 2% F.F.A., Midwest mill, tanks	.03¾	@	
Tallow, acidless, barrels	.05½	@	
Whale, Crude No. 1, Coast, tanks	.04	@	
Refined, barrels	.51	@	.59

Glycerine

Chemically pure, drums extra	.10¼	@	.11¾
Dynamite, drums included	.07½	@	.08
Saponification, drums	.05	@	.05½
Soap, lye	.04½	@	.04¾

Rosin

Barrels of 280 pounds

B	$2.90	K	$4.30
D	3.05	M	4.75
E	3.60	N	5.05
F	3.90	W.G.	5.45
G	3.92½	W.W.	5.55
H	3.92½	X	5.65
I	3.97½	Wood	3.43

Chemicals

Acid, muriatic, 18°, 100 pounds	$1.00	@	$1.60
Sulphuric, 60°, ton	11.00	@	
66°, ton	15.00	@	
Borax, crystals, carlots, ton	42.00	@	71.00
Cyclohexanol (Hexalin)	.30	@	
Naphtha, cleaners, tank cars	.06¼	@	
Potassium, carbonate, 80@85%	.05⅜	@	
Hydroxide (Caustic potash) 88@92%	.06⅛	@	.06⅜
Salt, works, ton	11.50	@	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds	1.15	@	2.09
Hydroxide (Caustic Soda) 76% solid, 100 pounds	2.50	@	3.59
Silicate 40°, drums, works, 100 pounds	.75	@	
Sulphate, anhydrous	.01¾	@	.02¼
Phosphate, tri-basic	.03	@	.03¼
Zinc oxide	.05¾	@	